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AT DEADLINE

LUNAR ROCKET and OAK MIDDLE SCHOOL PREPARE FINAL PAYLOAD
MIDDLE SCHOOL SCIENCE STUDENTS WILL LAUNCH from CANAVERAL THIS MONTH



Lunar Rocket and Rover, the scientific sub-orbital rocket launch company in Los Alamitos, will be working with Oak Middle School students to assemble the final payload for launch from Cape Canaveral.

All preliminary tests have been concluded and Lunar CEO Robert Kleinberger notes, "We're ready to open the launch window at Cape Canaveral."

So far a number of "test" payloads have been built by the students in a project that began last September. Completed units have been dropped from cranes to check for aerodynamics, dropped into a pool of water at the Joint Forces Training Base to make sure the radio transponders would float upright, and dropped into the ocean off Long Beach twice to test the Argos satellite tracking system that will allow the payload to be recovered later this month.

The actual launch from Cape Canaveral on page 16

"End of an Era" at Guasti

by Joe Lyons

In an exclusive interview with the Business Journal, at press time, Clark Pauley has announced the sale of the property known as Guasti, Cal. LLP to the development company of OliverMcMillan from San Diego.

This comes after the death of Pauley's uncle, which ended a couple of promising joint venture

sites. It is Pauley's hope that they will do the property justice.

The current plans call for a 150-room "boutique" hotel, not affiliated with any national chain, which may be attached or otherwise connected to the villa. Much of the design is up in the air at this point.

The post office will continue



deals. This also now means the end of the Pauley family era for Guasti, which has been a family company since 1952. Guasti has also been a quaint community just north of the Ontario International Airport; known for such amenities as the Guasti Villa, the Brookside (now J. Filippi) winery tasting room and a small U.S. post office. Pauley described OliverMcMillan as an experienced mixed-use developer with a reputation for adaptive use of historic

according to Pauley, the Catholic Church is not even a part of the deal. It sits on San Bernardino Diocese property.

The overall plan calls for a couple of hotels, retail space and some office buildings. In many ways the old "company town" theme will continue.

The popular Saffron's restaurant may or may not remain as it is, but the summer concert dinners are going forward for this sum-

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Special Sections

Close-Up

Major Russell Fritz

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Special

CAI - "Exporter of the Year"

Page 8

DESIGN COMPLETED for GENE AUTRY TRAIL BUSINESS CENTER

Ware Malcomb is providing architectural design services for two office buildings totaling 46,000 square feet. Gene Autry Trail Business Center is a mixed-use office and multi-tenant development near the Palm Springs International Airport. In the spirit of mid-century modernism, the buildings will reflect the color and beauty of the nearby Santa Rosa and San Jacinto mountains; incorporating clean architectural lines and a series of layered concrete masonry walls.

The 29,000-square-foot, two-story office building and the 17,000 square feet, single-story multi-tenant building will serve as a gateway to the neighboring 335 acre residential enclave development Escena; featuring an 18-hole championship golf course by Nicklaus Design and a destination hotel.

Gene Autry Trail Business Center will include public art and a meandering pedestrian bicycle path along Gene Autry Trail, and will be a new focal point of activity in the area. Several "green" features of the development will include solar shading canopies on the south facade, vertical shading fins on the east and west facades, high performance windows, a cool roof and shaded/covered parking. Construction began in March and will be completed in Dec. 2006.

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PROSPERITY GIVES BACK!!

PROSPERITY INVESTS IN ITS COMMUNITIES AND
GIVES FINANCIAL INCENTIVES TO ASSIST DREAMS OF HOME OWNERSHIP

The San Bernardino housing scene is set to receive a welcome shot in the arm this June 17th, with the release of the Bordeaux Condominiums on Tippecanoe Avenue. Well-known Southern California developer Prosperity Real Estate Investments, Inc. has set their sights on San Bernardino for this quality entry into the city's unique real estate market.

According to Prosperity CEO Stuart Holtzman, "We specialize in identifying markets like San Bernardino where demand for affordable, high-quality housing is simply not being met. With Bordeaux we're confident that we're appealing to a large group of potential buyers who have been frustrated by the lack of this type of housing and are no longer content to rent their homes."

Prosperity was attracted to the San Bernardino market because the opportunities here meshed with their stated mission to "balance prosperity with integrity." By making significant upgrades to aspects of the surrounding community as well as to the properties themselves, Prosperity's product planners hope to revitalize the lives and lifestyles of their customers. The company also is keenly aware of the needs of existing residents living in the apartments they convert to condos, and their business model provides unique financial incentives to help these tenants buy their units.

Says Holtzman, "What we're trying to do here is make a real difference in people's lives. We invest in communities, not just properties. By helping people realize their dream of home ownership, we're in a sense, "giving back" value to the community and to the country as a whole."

Continues Holtzman "We purchase buildings in communities that typically are in transition

from older to more redeveloped neighborhoods. We help the community through direct contact with community groups and by providing funds to the area directly, often paying for landscaping, painting and improving alleyways, etc. on properties in the immediate area. We work

closely with the community and its government and other supporting community groups such as the Kiwanis, City Council, various youth groups and the Chamber of Commerce."

"Our goal is to clean up the community and to encourage other

property owners and tenants to take better care of their neighborhood. We have made significant improvements to many neighborhoods throughout Southern California, including several neighborhoods in Long Beach, Whittier, Ontario, San Bernar-

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Claremont Graduate University Leads Way for Mexico Opportunity Fund

In the face of rising public concern with the flow of immigrants from Mexico, the Venture Finance Institute of Claremont Graduate University is pursuing a novel solution. Leveraging off of the ideas generated at a symposium held by the VFI in 2002, the institute is working with Mexican partners to foster the growth of business and employment opportunities in Mexico. Called the Mexico Opportunity Fund, the initiative is gaining footing, and on May 18, representatives of CGU, along with Mexican-based investment banking firm Fausto Garcia Asociados, LLC, gathered at CGU to determine the potential for the fund. The meeting went well, and the May 29 meeting in Mexico City could be a last step toward starting the first-ever successful venture capital fund of this type south of the U.S. border.

Professor Richard Smith, who directs the Institute, said that if the initiative is a success, it could lead the way for other similar ventures. "We are testing a new approach to venture capital investing that is specifically designed to help develop opportunities in emerging economies such as Mexico," Smith said. "If we can make it work in Mexico, we expect others will be able to copy our solution and use it for the betterment of people in emerging economies throughout the world."

The entire project stems from a symposium held four years ago by Venture Finance Institute, which is one of several research institutes at CGU's Peter F. Drucker and Masatoshi Ito Graduate School of Management. Professor Smith, who is also associate dean of the Drucker School, will serve as an advisor to the fund. He said helping to launch the Mexico Opportunity Fund is consistent with the institute's mission, which includes bringing about a real-world test of the concepts that were developed at the symposium.

Mexico, he says, is the perfect place to start. Small businesses there are usually looked over by larger equity funds and the Mexican economy—ranked 13th in the world—is surprisingly stable. "Mexico has one-third the population of the U.S. and an economy the size of China's, and growing at a similar rate," Smith said. "And while in recent years, the Mexican economy has shown remarkable macroeconomic stability and a developing political structure, the fund is not a bet on economic or political stability. Rather, it will employ modern approaches to managing strategic risks."

Organizers aim to launch the \$50 million fund after a second focus group that is planned to be held in Mexico City this June. While Smith admits there are many risks involved, he is optimistic that \$50 million can be raised, and hopes that about half of that money will be raised from investors in Mexico.

Smith explained that a motivating factor with the fund is to provide a premium return for investors, while fostering the growth of the Mexican economy and encouraging the development of a culture of ownership. This would, in turn, help the U.S. economy as well. Risk factors have been determined, and exit strategies would primarily focus on turning over successful ventures to the original owners. The fund is expected to focus especially on projects that will build the vital infrastructure of Mexico in such areas as education, security, housing and financial systems. Smith-along with VFI Advisory Board Director Andy Horowitz and Board Member Kerry Boyle—are working with CGU graduate Fernando Fabre, who team-teaches with Smith a CGU course in Mexico on managing strategic risks. Fabre is CEO of the Mexican branch of Endeavor, a New York-based, non-profit entity that has as its mission to foster the growth of best-practice entrepreneurial activity in emerging economies throughout Latin America and Africa.

UCR Chemist Named European Inventor of the Year

Developing the tool to make today's genetic research possible has brought University of California, Riverside Chemistry Professor Michael C. Pirrung acclaim as a recipient of the European Inventor of the Year 2006 award, announced recently by the European Patent Office.

Pirring, a professor and the holder of the UC Presidential Chair in Chemistry at UCR since 2004 was lauded for developing what is today known as the DNA chip – a small glass chip that holds vast amounts of biological data and allows medical, scientific and commercial researchers to check tens of thousands of genes at once instead of one at a time.

He was one of 14 recipients in six categories honored at a May 3 ceremony in Brussels, Belgium.

The technology Pirring pioneered, sometimes called the Rosetta Stone of functional genetics, marries the technologies of semiconductor manufacturing with advances in biochemistry to develop the revolutionary analytical tool.

"Instead of thousands of transistors on a microchip, we found a way to place thousands of molecules on the microchip," Pirring said. "The technology allows us to take a snapshot of a biological process and determine what genes are activated and what mutations are created."

Pirring was teaching at Stanford University when, in 1989, he
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This June in the Inland Empire Business Journal!

News and Features

How to P.L.A.N. for Disaster Based on the acronym P.L.A.N., get your family or business ready to handle whatever disaster you face. Regardless of whether your city has a plan for dealing with a disaster, you, as an individual, can be prepared.11

I Sing the Bluetooth Electric This article concerns the little plastic earpiece that many people are wearing these days. This "wireless device," that allows one to use the cell phone without opening it up or dealing with wires, is helping to limit the number of car crashes each year.14

Four Steps to Managing Anyone: Motivation and Communication to Get the Job Done Dismiss the myth that you need to throw money at people to motivate hard work and loyalty. Managers depend on effective interpersonal communication skills to get things done. Managing people and empowering them makes a difference in their lives.....and yours. 30

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Use Your Influence: Nine Tips to Combat Tough Boss Syndrome Most tough boss problems center on communication. With better communication, you can influence your boss more effectively and with less effort.38

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Letter to the Editor

HIGHLY OFFENDED

by Earl Trout—Radio Station Executive

I grew up in Southern California. When I was a kid, California truly was the "Golden State." Now it is on the verge of becoming a dirty, corrupt, socialist, third-world state.

Once upon a time Los Angeles had medical facilities, schools, and freeways that were the envy of the world. Now, the majority of our emergency rooms have gone out of business, bankrupted by illegal immigrants who don't pay their bills. Now, 50 percent of high school seniors don't meet the minimum qualifications for graduation but they get diplomas anyway, even though they can't read them. As for our glorious freeway system....you can't get across the city (about 26 miles) in less than two hours. Our infrastructure is decayed, overcrowded, and ineffectual.

Politicians tell us to pay more taxes in order to solve these problems. But those politically correct-speaking fools refuse to publicly address the actual cause of the problem: We are overrun with illegal immigrants who are sucking our state's resources dry.

I am highly offended by my President (for whom I unfortunately voted, twice) because he keeps saying over and over again that illegal immigrants do jobs Americans won't do. What a crock. There are no jobs that Americans won't do. And they'll do them better than anybody else. When I started in the labor market, I was a gardener and a janitor. I cleaned other people's toi-

lets. My wife's first job was a nanny. These were jobs we were glad to have. They started us on our way. With all due respect, Mr. Bush, you are either ignorant or you are lying. I hope it is the former. Whichever it is, please stop. You are embarrassing me. Your personal agenda is making you sound like the fool Democrats have been trying to portray you as.

I am highly offended that the Twin Towers were destroyed by illegal immigrants.

I am highly offended that if you disagree with my opinion, and you don't have facts to support your opinion, then you call me a racist. How dare you. As a young adult in the 60's, I was a champion of the civil rights movement. I don't care if your melanin is purple and your eyes are orange. My friends and associates have always been of all races and creeds. Let's set the record straight: Being an illegal immigrant is not a civil right's issue. It is a financial issue, a security issue, and a criminal issue. If you're here illegally, I want you to leave. Period. How dare you call me a racist! Just to make my position perfectly clear, our politicians have my blessing to immediately deport every blue-eyed blonde who is living in my country illegally.

I am highly offended by what happened at the end of that first illegal immigrant rally in Los Angeles a few weeks ago. Maybe you didn't notice it. At the end of

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Michael Joins Palm Springs Convention Center

Annette Michael, an industry veteran with over 20 years of meeting planning experience, has joined the staff at the Palm Springs Convention Center (PSCC) as an event services coordinator. Michael, who has lived in the Coachella Valley since 1989, has worked at the Palm Springs Convention Center once before, when she was employed by Park Avenue Caterers, the in-house caterers for the PSCC at the time.

"In a way, it's like coming home," Michael said. "But at the

same time it's so amazing because it's all brand new. The design is incredible and the expanded facilities are great! I'm really excited to be back."

Since leaving Park Avenue Caterers in 1990, Michael has expanded her skills as the convention services manager for the Marquis Hotel Palm Springs, as director of catering at the Hyatt Regency Suites Palm Springs, and at The Meeting Manager as an account manager. She received her CMP designation in 1996.

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CLOSE-UP

Major Russell Fritz: "Salvation" Is His Middle Name

You know who the Salvation Army is. Do you know what they are?

Major Russell Fritz, head of the San Bernardino Central Valley chapter has heard this question before.

Fritz says that their coverage is San Bernardino proper, plus Grand Terrace, Colton, Highland, Bloomington and Rialto. Not the shinier parts of the Inland Empire.

"That's why I'm here," Fritz told the Business Journal. "We're talking about areas where there are real needs, where people are really, really hurting."

Major Fritz wants you to know that The Army is much more than the people with the bells and red kettles at Christmas. Fritz likes to claim that the Christmas song "Silver Bells" was inspired by the bell ringers.

He sounds like he's being facetious.

Still, just this last Christmas alone, his chapter helped almost 1,500 families with baskets and toys. Records do indicate that the San Bernardino chapter had one of its most successful bell ringing fund drives yet. Most of that money is dedicated to local needs, but at least an eighth of the funds raised had to be earmarked for the gulf coast.

In fact, Fritz is proud to announce that The Salvation Army raised over \$330 million dollars for Katrina relief and at least one third has already been spent.

Since they are planning on being there for the long term, they expect the money to last for at least another two years.

He tells the story of how The Army began in England in 1865 as a charitable offshoot of the Methodist Church. They had seen a serious need in the east end of London. It became known as The London Christian Mission at that time.

According to Fritz, William Booth, the general superintendent, was making an appearance in Leeds, England but the sign painter could not get the entire title on a sign, so Booth got listed as just "general."

When Booth wanted to list the Christian Mission as a volunteer army dedicated to helping the poor, somebody found the term 'volunteer' army to be demeaning. When he told the general, "I am regular army or I am nothing," Booth crossed out the offending word and wrote in "Salvation."

The Salvation Army eventually spun off from the Methodists to become their own, independent entity. It was chartered by Parliament and arrived in the U.S. in 1880. The first San Bernardino chapter began in 1887.

Today The Salvation Army has built a reputation for being the first relief unit at the scene of a disaster. Just ask the fire fighters at the Olds fire in the hills above San Bernardino a couple of years ago. The Army was there almost at the same time that the fire trucks arrived with coffee, chicken soup and blankets. The command post hadn't even been set up yet. They don't bill people for these services.

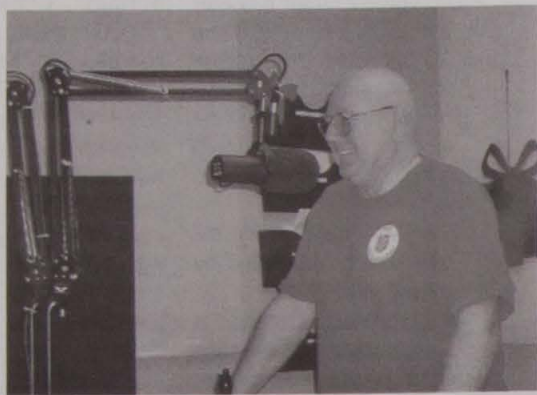
That's your kettle donation at work.

"We are always Johnny-on-the-spot and usually the last to leave."

When Fritz told the Journal that The Army exists for "53 weeks of the year," he explained that that is just wishful thinking because he wished he had an

extra week.

If you wonder what Fritz and his people are doing at this time of year, he explains that on any



given night in San Bernardino, he has up to 400 people waiting in line for shelter, food and aid down on Kingman Street.

Their homeless shelter is currently full of women and children. "We don't have any room for the single men in our area," he announced. There are about 130 women and children in the homeless shelter. About 40 of those are children. He cites the rising cost of houses and rents as a major contributor to the problem.

Seniors who live on fixed incomes find themselves in The Salvation Army food lines at the end of the month because their fixed incomes just doesn't last for a full 30 days. Fritz believes that they don't want to, but they have to.

Fritz understands that the old film clips we have seen of the long soup lines seems like something out of the Depression Era, but as we mentioned, over 300 people are in line every night in San Bernardino, here in the 21st century.

Not to be demeaning, but Fritz believes that the people who sleep under a bridge or in the back of a truck do so because they choose to. The services are there if they really want them. He believes that either homelessness is a chosen lifestyle for

them, or there simply isn't enough room in the three or four shelters that are currently active in the area.

Fritz told the Journal that there are other places to go but they charge for their services, and most needy don't have the wherewithal to go that route. The Salvation Army does ask people with some form of income, welfare, Social Security or such, to put 75 percent into a money order that The Army holds for them in order to build up a savings. The Army does not ask for payment or rent. They ask people to help themselves.

People in the shelter have a three-month limit and are evaluated every week by the staff. They are given duties and asked to buy the money orders. If they choose not to, they are wished well and asked to leave. That may be a hard line, but it offers a serious opportunity for those who are willing to toe the line.

That's just one program. The Army also has a contract system for people unable to handle their own resources. The Salvation Army handles their money and affairs, rather like a conservatorship. Again, they take no money from the program. They do counsel these people and they help them.

Both Social Security and The Salvation Army itself monitors and audits this program.

Russell Fritz spent some years in the 'real' army when he found he needed some help while stationed in England. The Salvation Army was there for him when other help wasn't. He says he's been paying them back for the last 40 years. He even found a young lady named Jacqueline in The Army who became his wife. She is also now a major in San Bernardino.

Major Russell Fritz still wears his "Cochran's" (Jump boots). *continued on page 17*

REAL ESTATE NOTES

Lake Elsinore Outlets spruces up the center with a beautiful new display. The new picturesque waterfall scene debuts for the summer season, located in the Waterfall Courtyard on the south side of the property directly outside the Liz Claiborne store. The working waterfall sculpture will be on display through September. While the falls offer a scenic view, customers are invited to take advantage of this backdrop and snap pictures of loved ones with their own personal cameras. Lake Elsinore Outlets will also utilize the space to incorporate seasonal decor for each holiday such as Easter. Factory Direct to You and Storyland Studios, both located in the Lake Elsinore area, created the waterfall display. Factory Direct To You owns the exclusive rights to the Ultimate Waterfalls line of products. Storyland Studio U.S.A. is the West Coast manufacturer for Factory Direct To You and produced the waterfall display.

In **Ontario**, The Koll Company has purchased a 13.8-acre property, which includes three existing industrial buildings and one existing R&D building, upon which it intends to build 12 small- to mid-size warehouse/distribution buildings as part of a \$30 mil industrial/R&D business park. The property, at 720 E. Sunkist St. is a former Sunkist Growers facility that was purchased from Sunkist. The site is bounded by Ontario Blvd. on the north, California St. on the south, Taylor Ave. on the east and Campus Ave. on the west and is located in an area currently in the process of being designated as a redevelopment district by the City of Ontario.

Prior to starting development on the new industrial buildings, which will total approximately 160,000 sf and range in size from 5,000 sf to 25,000 sf, The Koll Company plans to sell three of the existing buildings, totaling 73k sf and occupying approximately 4.3 acres of the site. The other existing structure is obsolete and will be demolished. The development, called Koll Center Ontario, is being marketed by Walt Arrington and John Oien of CB Richard Ellis in Ontario.

Meanwhile, in **Palm Springs**, 10.07 acres of vacant land was acquired by a Las Vegas entity for the development of time-share condos. The land, which is located on Palm Canyon Dr., Hwy 111 and I-10 near Palm Springs International Airport, sold for \$3.15 mil (\$7.18/sf). Michael Kassinger of Sperry Van Ness represented the buyer, Soleil PS LLC, as well as the seller, Palm Springs-based Wessman Holdings LLC.

And in **Fontana**, the William Fox Group acquired nine acres of land on Redwood Ave., between Valley Blvd. and San Bernardino Ave. The buyer intends to use the site for the development of Redwood Business Park, which will be comprised of 18 freestanding metal buildings ranging in size between 5,000 sf and 18,000 sf. The buildings, which will feature large gated yards, will be available for sale or lease. Ground breaking is scheduled for June 1 with completion slated for the first quarter of 2007. Randy Lockhart and Ryan Athens of Grubb & Ellis represented the buyer in the transaction.

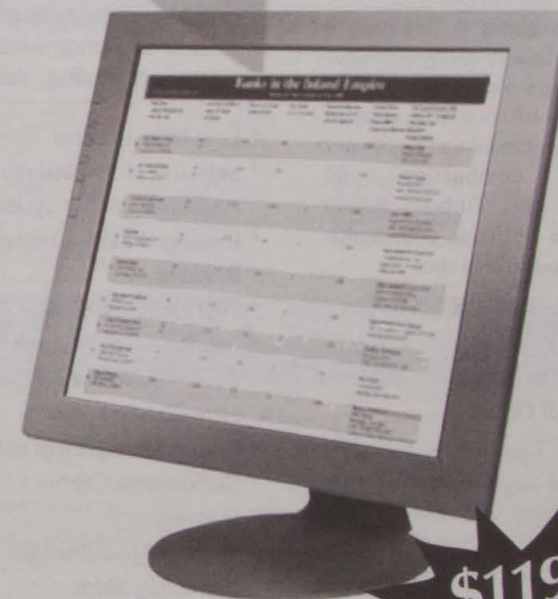
On the building sales side, the final building in Phase I of Master Development Corporation's (MDC) Chino Ranch Business Park just

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CORPORATE PROFILE

CAI Lights the Business Fires of Corona

The SBA has recognized Corona's CAI company as "Exporter of the Year." Company VP Kusum Cavia told the Inland Empire Business Journal that the company sees this as "positive reinforcement that says we're doing something right."

With only 43 employees, she has come to define her position as that of a problem solver more than just a businessperson.

She concedes that an engineering and fabrication company may not be considered one of the "sexy" businesses of Southern California. But an award like this is seen as a great achievement and speaks volumes about what the company means to this area.

So, just what is CAI besides the exporter of the year?

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mental ecology, enables it to provide a one-stop "turn-key" solution consisting of: design, fabrication, installation and after-service all under one roof. Their main focus is to take your concept and build a system that adheres to your custom needs.

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- * Industrial Gas Turbine Power Generation Systems (1 to 20 MW)
- * Burner Management and Combustion Control Systems
- * Packaged Fuel/Steam Atomizing Skids
- * Waste-to-Energy Systems

CAI has a demonstrated track record and expertise in designing complete low NOx combustion systems in compliance with all major performance and safety standards, including National Fire Protection Association (NFPA), Factory and Mutual

Insurance Company (FM), Industrial Risk Insurers (IRI), and general electric utilities design practices.

CAI is dedicated to producing quality systems that adhere to strict safety standards without compromising efficiency or reliability. They can build systems from customer specifications or

and built multiple fuel skids for landfill, natural gas, and diesel fuels. Each fuel train is complete with safety shutoff valves, auto vent valves, flow control, manual valves, pressure switches, gauges, transmitters, and pre-wired control panels. The skids are shipped fully assembled, pre-piped, pre-wired, calibrated. All skids are rigorously tested before leaving our facility.

Power Generation Systems

Turbine-generator CAI is a California corporation specializing in Distributed Energy Resources that provide reliable, affordable, and environment-friendly electric power to meet:

- * Increased demand
- * Reduce peak operating costs
- * Enhance energy security
- * Improve the reliability of electric power generation

Keeping a strong focus on customers' energy needs, CAI has developed 1 to 20 MW Industrial Gas Turbine Power Generation Systems that are small, modular, decentralized, grid-connected, and off-grid systems located in or near the place where energy is used.

The advantages of CAI's packaged power generation systems are that they are versatile and can be operated with a choice of fuels, such as:

- * Landfill Methane Gas (LFG)
- * Natural Gas
- * Diesel Oil

Packages are also available in 50Hz and 60Hz cycles with options for Heat Recovery Steam Generation (HRSG) that enables the use of waste heat for productive purposes in combined heat

continued on page 13

INVESTMENTS & FINANCE

DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL

THE GAINERS Top five, by percentage					THE LOSERS Top five, by percentage							
Company	Current Close	Beg. of Month	Point Change	%Change	Company	Current Close	Beg. of Month	Point Change	%Change			
Hansen Natural Corp.	183.50	129.46	54.04	41.7%	Watson Pharmaceuticals Inc	25.55	28.44	-2.89	-10.2%			
Channell Commercial Corp	3.68	3.64	0.04	1.0%	Modtech Holdings Inc	9.18	9.94	-0.76	-7.6%			
CVB Financial Corp	16.32	16.32	0.00	0.0%	Pacific Premier Bancorp Inc	11.92	11.65	-0.53	-4.5%			
Fleetwood Enterprises Inc.	9.37	9.40	-0.03	-0.3%	American States Water Co	38.18	39.91	-1.73	-4.3%			
National RV Holdings Inc.	6.01	6.05	-0.04	-0.7%	Provident Financial Hldg	28.06	28.75	-0.69	-2.4%			
					Ticker	5/19/06 Close Price	4/28/06 Open Price	% Chg. Month.	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co (H)					AWR	38.18	39.91	4.3	43.79	27.15	22.3	NYSE
Channell Commercial Corp (L)					CHNL	3.68	3.64	1.0	10.25	3.32	NM	NASDAQ
CVB Financial Corp					CVBF	16.32	16.32	-0.0	17.55	13.78	17.3	NASDAQ
Fleetwood Enterprises Inc					FLE	9.37	9.40	-0.3	13.69	8.78	NM	NYSE
Hansen Natural Corp. (H)					HANS	183.50	129.46	41.7	202.10	33.86	60.2	AMEX
HOT Topic Inc					HOTT	14.67	14.83	-1.1	22.89	12.65	39.7	NASDAQ
Keystone Automotive Ind. Inc					KEYS	40.81	41.30	-1.2	46.92	19.25	32.3	NASDAQ
Modtech Holdings Inc					MODT	9.18	9.94	-7.6	11.27	5.77	NM	NASDAQ
National RV Holdings Inc					NVH	6.01	6.05	-0.7	9.62	4.00	NM	NYSE
Pacific Premier Bancorp Inc					PPBI	11.12	11.65	-4.5	13.25	9.75	11.1	NASDAQ
PFF Bancorp Inc					PFB	33.66	34.27	-1.8	35.30	27.01	15.9	NYSE
Provident Financial Hldg					PROV	28.06	28.75	-2.4	33.15	25.04	10.9	NASDAQ
Watson Pharmaceuticals Inc (L)					WPI	25.55	28.44	-10.2	36.93	25.46	20.3	NYSE

Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM- Not Meaningful

Duff & Phelps, LLC

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Five Most Active Stocks	
Stock	Month Volume
Hansen Natural Corp.	40,434,154
Watson Pharmaceuticals Inc	23,067,100
Hot Topic Inc.	16,935,859
Fleetwood Enterprises Inc.	8,790,00
Modtech Holdings Inc	2,946,051
D&P/IEBJ Total Volume Month	99,618,497

Monthly Summary 5/19/06	
Advances	2
Declines	10
Unchanged	1
New Highs	2
New Lows	2

Top Savings & Loans and Federal Savings Banks

Serving the Inland Empire						
Bank Name Address City, State, Zip	Assets \$ (Millions) Assets % Change (12 Month)	Return on Average Equity (R.O.E.)	Core Capital As a % of Assets	Nonperforming Loans & Debt Secs. as a % of Core Capital & Loans Loss Reserves	Income Before Extraordinary Items (\$000)	Top Local Executive Title Phone/Fax E-Mail Address
1. Downey Savings & Loan Assoc., F.A. 3501 Jamboree Rd. Newport Beach, CA 92660	14,212 19	8.36	6.68	3.8	40,651	Daniel D. Rosenthal President/CEO (949) 854-3100/725-0618 downeysavings.com
2. Western Financial Bank 15750 Alton Pkwy. Irvine, CA 92618-3816	12,076 -7	24.76	8.23	4.7	91,619	Donald Pearson S.V.P., Retail Banking donald_pearson@wfw.com
3. Pacific Premier Bank 1600 Sunflower Ave. Costa Mesa, CA 92626	419 12	8.27	9.10	4.9	1,344	Steven R. Gardner President/CEO/COO (714) 431-4000
4. Commercial Capital Bank 8105 Irvine Center Drive Irvine, CA 92618	4,736 269	11.31	7.57	1.4	18,869	James Daley V.P. Commercial Banking (949) 585-7500 customerservice@ commercialcapital.com

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OPINION

Hewlett-Packard~Uses Strong Arm Tactics for Consumers!~Should We Stand for this?*by Ken Garneau, Orthopedic Physician Assistant*

Caveat Emptor~let the buyer beware. In a world of technology, large corporations, telecommunications, the sales and service process has broken down dramatically. We, as consumers are thrown into an endless maze of artificial intelligence, voice mails, e-mails, rude and unqualified service and sales personnel. Not to mention, inept people skills, integrity, and the incompetent managers who oversees these people. Whatever happened to the motto "The Customer Comes First," whatever happened to building bridges, relationships, and customer retention? Has this paradigm shifted to include looking at the bottom line first, and walking all over the customer, with minute warranties that's not even worth the paper it's written on? Why don't companies like Hewlett-Packard stand behind their products, with warranties that have value?

Have you ever thought that these companies, through their due diligence, product and development, know their product is vulnerable and subject to early repairs. Why do you think these companies offer extended warranties, so they don't have to pay for repairs on their inept products? In other words, you're paying for a warranty that they should have given to you in the first place. This is like charging my patients and extra fee to pay for my malpractice insurance, before I will treat them, in case I screw up.

I am writing this editorial to inform and educate the consumer, and to stand up for those who don't feel they have a voice when they're up against a large corporation. Today, I would like to share with you the experience and dialog I had with Hewlett-Packard's technical support, over the course of a few months.

I purchased an **Hp IPAQ hx 4705** PDA, and received it last November. When I tried to connect it to my computer, it wouldn't work. I called Hp technical support and explained my problem. I also explained to the tech that I was not computer literate. After working on the problem for approximately 1.5 hrs., this gentleman got agitated and yelled at me saying, **"Don't You Know Anything About Computers?"** (Encounter #1)

I reformatted my hard drive and tried once again to connect the PDA. It still wouldn't work. I called Hp back and we worked on it for about .75 hrs, and still couldn't get it to connect. The tech stated something was wrong with the unit and to send it in for repairs. (Encounter # 2)

Hp returned the unit and stated there was no problem. I tried again to connect the unit, but no luck! As a last resort I had a computer built, and upgraded Active Sync. Finally, I made a connection. **However it took four months!**

Finally, I was ready to use my PDA. I installed some medical references and memory cards and began to use it. I used it sparingly for approximately 3-4 weeks. At which time I never dropped the unit. It was stored in a case or my medical bag at all times. One day, I went to sync the unit and it went dead. I called Hp again and they said the unit needed repairs, So, I sent it back in. (Encounter #3)

continued on pg 29

COMMENTARY

Strong Economy Fills State Coffers*by Senator Robert Dutton*

A stronger-than-expected economy has meant billions more in tax revenues for the state of California and those figures were revealed when Governor Schwarzenegger released the May revision of the 2006-07 budget.

The newly released \$131 billion budget shows that the state will realize \$7.5 billion more than expected. For years now, many of my colleagues on the other side of the aisle have believed that the way to generate income for the state of California to fund their pet projects and programs is through tax increases. When I arrived in Sacramento in Dec. 2002, the state faced a \$36 billion deficit. I have always believed the way to increase revenues is not by raising taxes but by growing the economy. I'm proud to say that those in my party have held the line of tax increases, and as a result, the state deficit has shrunk to a workable number---less than \$4 billion this next year---and revenues have increased. In just two years state revenue to the general fund has grown from \$76 billion to nearly \$94 billion in this budget. I'm glad to see Governor Schwarzenegger has decided to use a substantial portion of this budget for two areas I hold dear---education and paying down the state debt. The Governor's budget calls for increasing education spending to \$55.1 billion this next year---that's \$8.1 billion more than two years ago, a 17 percent increase. He is also proposing to pay down the state debt by more than \$3 billion and increase the state's reserves (our saving's account) to more than \$2 billion. While there is a lot of good news when it comes to this budget, we need to move forward with caution these next few weeks and not make the mistakes that took place in 2000 and 2001. That's when legislators spent our excess funds assuming the good times would never end. However, we ended up near bankruptcy just a few years later.

I'm going to approach this budget cycle like I have every other---knowing that you worked hard for the money you send to us, and therefore making sure those dollars are spent wisely. I believe we have a chance to pass on on-time budget this year (June 15 is the deadline) but you can rest assured that I'll be paying close attention to how your money is being spent and will vote accordingly.

Bonds Move to the Ballot

After months of negotiating, I'm proud to announce that the Legislature came together in a bi-partisan way and agreed to a \$37.3 billion bond package that will now go before the voters in November. The bonds will not be voted on in a take-it-or-leave-it fashion, but will be separated into four categories for voter approval. (See page 34)

There will also be an issue on the November ballot that I fought hard to ensure was put before the voters. If approved in November, the future Proposition 42 dollars---approximately \$2 billion a year---can't be raided by the Legislature to balance the budget like they have in the past. Instead, these funds will be used for what they are intended---to improve transportation infrastructure around the state. This will be the pay-as-you-go mechanism that many of my conservative friends like to see. Over the life of the proposition, this will mean more than \$100 billion in transportation improvements over

continued on page 34

How to P.L.A.N. for Disaster

*by Maurice A. Ramirez***L-LEAVE**

Next, consider leaving the disaster zone. When and how will you leave (evacuate)? Where will you go and how will you get there? Will your family or fellow evacuees meet before you leave or when you arrive at your destination? The decision to leave makes communication and your contacts outside the disaster zone critically important. How will you communicate while you evacuate and after you arrive at your destination? What are you going to do if you get separated? Operate on a buddy system; no one should be left alone. When you and your family or business associates become mobile, make sure everyone knows the plan. Then, if your plan fails, you need an alternative.

If you are not leaving, consider where will you stay and how will you stay safe. Will you all stay together or shelter in the place you are when the disaster strikes? Will you send some of your family to your evacuation destination while others stay? All these factors need careful consideration and planning.

A - ANTICIPATE and ADAPT

Unfortunately, in a disaster situation, nothing always goes as planned. So anticipate plan failures and plan for the "what ifs." This is a chance to brainstorm. Make a list of all the possible failures. What if the phone lines go down? What if your basement floods? What if you get caught in traffic? No "what if" is too extreme to consider. The only possibility that you can't plan for is the one you didn't think of.

Once you've brainstormed possible failures, you need to adapt to each one with an alternate plan. If the phone lines go down, can you use your cell phone? If your basement floods, can you seek shelter

continued on page 17

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Inland Empire Motorcycle Dealers

Ranked by Gross Sales

Company Name Address City, State, Zip	Product Lines Inland Empire	Years in Total Employees	# of Salespersons	Owner	Top Local Executive Title Phone/Fax E-Mail Address
1. Malcolm Smith Motorsports 7563 Indiana Ave.	Yamaha, Suzuki, Sea-Doo, KTM, BMW, Docati Riverside, CA 92504	32	11 52	Malcolm Smith	David Rees General Manager (951) 687-1300/687-3819 info@malcolmsmith.com
2. Yamaha of Cucamonga Inc. 9760 Foothill Blvd. Rancho Cucamonga, CA 91730	Motorcycles, ATV's, Watercraft, Scooters, Generators	31	2 6	Jay & Scott Conaway	Jay Conaway Owner (909) 987-2411/987-5432 yoc@yoc racing.com
3. Callaway Motorsports 1575 University Riverside, CA 92507	Honda, Kawasaki, Polaris	18	7 20	David Callaway	Sherie Ortega General Manager (951) 683-8839/784-4715
4. B & B Cycles 13815 Park Ave. Victorville, CA 92392	Honda, Yamaha, Sea-Doo, Polaris	29	3 11	Rich & Jim Barnes	Rich & Jim Barnes Owners (760) 241-7387/241-7388 bbcycles@aol.com
5. Chaparral Motorsports 555 S. "H" St. San Bernardino, CA 92410	Honda, Yamaha, Suzuki, Kawasaki, Bombardier MIC, ATV, Scooters Watercraft, Trailers	22	28 225	Dave Dameron	Todd Baldwin Sales Manager (909) 889-2761/386-7340
6. Doug Douglas Motorcycles 24769 5th St. San Bernardino, CA 92410	Triumph, Ural, ATK, Carter Go Carts	44	1 1	Thomas Douglas	Thomas Douglas Owner (909) 884-4776/384-1096 ddmc@att.com
7. Honda Yamaha of Redlands 215 E. Redlands Blvd. Redlands, CA 92373	Honda, Yamaha, Excelsior, Honda Power Equipment	32	3 10	Sonrex Inc.	Greg Jelleson General Manager (909) 793-2833/793-2474
8. Pomona Valley Harley-Davidson/Buell 8710 Central Ave. Montclair, CA 91763	Harley-Davidson, Buell	63	12 34	Barbara E. Pennell, David A. Pennell	Barbara E. Pennell CEO/President (909) 981-9500/706-4501 administration@pvhd.com
9. Pro Cycle Parts, dba Corona Yamaha 1245 Pomona Rd. Corona, CA 92882	Yamaha	5	5 16	Lynette Davis	Lynette Davis President/Owner (951) 738-8111/738-0531 coryamaha@aol.com
10. Skip Fordyce Harley-Davidson/Bruell 7688 Indiana Avenue Riverside, CA 92504	Harley Davidson, Bruell	61	5 38	Dabney Family	Jay Dabney President/CEO (951) 785-0100/689-8503 info@skipfordyce.com

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HIGHLY OFFENDED

continued from page 5

the day....not the end of the "school day," but at the end of the "Protest day" school buses arrived in downtown LA to give all those poor, tired students a ride back home. Why am I paying for school buses to give free rides to foreigners who are complaining about my country?

I am highly offended by the waving of American flags by thousands of illegal immigrants at their most recent protest rally. Don't get me wrong. I love my flag. I have to hold back tears when I sing the national anthem at a high school football game. what I find offensive is the dishonesty of everyone involved in the illegal immigration protests. At the first protest they showed their true colors by waving Mexican flags. Their "handlers" soon determined that was a bad move. For subsequent events they switched to American flags. Excuse me. My flag is not to be used as a marketing tool by illegal

invaders who do not respect our laws, institutions, and culture. Go back to your own country (where you send the money you make in the U.S.) and wave your own flag all you want.

I am highly offended that people, who are in my country illegally, have the audacity to demonstrate for their "rights." In most countries of the world you would have already been deported, or worse. Understand this: I have no problem helping someone who, through some misfortune, needs emergency assistance. We all need a little help from our friends. By what stretch of the imagination do you think you have the right for me to spend the rest of my life paying for your food, housing, education, transportation, and medical care?

I am highly offended that our so-called "leaders" let them get away with it. Even worse....they try to appease them!
(To read the entire opinion, go to Earl Trout <woodbridge_media@prodigy.net>)

MANNERINO LAW OFFICES



"Laws were made to be broken"
Christopher North, May, 1830

"Had laws not been, we never had been blam 'd; for
not to know we sinn 'd is innocence"
Sir William Davenant
1606-1668

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June 2006

BUSINESS JOURNAL • PAGE 13

Business Owners React to Kelo Decision

Lost in much of the anger surrounding last year's U.S. Supreme Court decision in the *Kelo v City of New London* case, which allowed for the seizure of private property for private commercial development under the guise of economic improvement, was the fact that justices allowed states to limit such takings. If the sentiments from a survey of small-business owners are any indication, a ballot initiative that would not only prohibit such seizures, but also go the extra step in curbing regulatory actions that would diminish the value of any property as a result of a government edict, would pass handily.

Every year, America's largest small-business advocacy organization, the 600,000-member NFIB (35,000 of whom are in California), surveys its members on the issues vital to their survival. The results become the official lobbying positions of the organization. When asked if government's power of eminent domain be restricted, 90 percent of California small-business owners said yes. The remainder said either no, was undecided, or made no reply. Currently, an initiative for the November ballot that would limit the government's power of eminent domain is pending signature verification. On three other questions in the survey, which drew 1,352 respondents, 84 percent of Main Street, California small-business

owners believe state tax laws should conform to the federal code in allowing deductions for health savings accounts; nearly 78 percent are against mandating large businesses to provide health insurance for their employees (so-called Wal-Mart bills); and 90 percent opposed raising taxes on specific income groups to finance specific government programs, which does not bode well for Proposition 82 that raises taxes on incomes of \$400,000 and above to pay for universal preschool (unlike their larger cousins, small business owners typically file under the personal income tax code).

"Small-business owners know that any grand public policy scheme has them in the crosshairs as the funding mechanism," said Martyn Hopper, NFIB/California state director. "That's why even though they are not rich, Main Street business owners know there is no stopping at the rich when policymakers begin to cook up ideas for all of society's ills. Having defeated, by referendum, Senate Bill 2 in 2004, which would have forced business owners to 'pay or play' on health care, and having fought against legislative efforts to do the same, Californians are leery of any effort by the state to step in and take control of health care. The same can be said of Rob Reiner's ballot initiative on tapping the successful for universal preschool.

and quality. Because of the price range and cash incentives that we offer, we often offer the only place first-time buyers can afford to buy a quality-built home, rather than settle for a tired and plain option for living."

Demographic trends in San Bernardino lend weight to Holtzman's assertions. Housing in town is approximately 52 percent owned and 48 percent rented, yet the vacancy rate for rental accommodation is a whopping 56 percent compared to a mere 7 percent for saleable homes. It can be reliably deduced that the city's large rental population is attempting to make the swing over to home ownership but is being held back from doing so by the relative lack of available housing options.

Looking deeper, we find that housing in San Bernardino has an average value of \$96,000 with only 12.5 percent of available properties valued at \$150,000 or

more. With prices ranging from \$180,000 to \$290,000 and the average cost per condo home at \$220,000, the 100-plus homes at Bordeaux will go a long ways towards filling that gap. Moreover, Bordeaux will establish a distinct value level in the San Bernardino real estate market, providing buyers with luxury features and abundant amenities, yet still within reach of the majority of renters who are looking to move up to home ownership.

Bordeaux provides a secluded sanctuary for residents without sacrificing needed convenient access to the outside world. Located at 1025 Tippecanoe Avenue near schools, varied shopping and entertainment options, and the 10 and 215 freeways, Bordeaux offers residents a combination of luxury living, lifestyle features and commuting ease that eager buyers will find hard to resist.

CAI Lights the Business Fires of Corona

continued from page 8

and power applications. These features make CAI's packaged power generation systems extremely efficient, cost-effective, and environmentally sound. Additionally, CAI power generation systems meet California AB 29X and SB5X Peak Load Reduction Program requirements. They offer complete packages and a la carte services consisting of: consulting, design, engineering, manufacturing, integration, testing, installation, and after-service.

SCR Services

- * project management
- * design engineering (using the customer's P&ID drawings or creating at CAI)
- * fabrication and assembly
- * inspection and testing

SCR Skid

Skid-mounted ammonia
continued on page 16

PROSPERITY GIVES BACK!!

continued from page 2

dino and others. We have seen crime rates drop measurably once we become a presence in the area. We have also seen new construction spring up around us, in response to rising home values that are partly the result of the work we do in the community, as

well as a result of our renovation and conversion projects."

"Even during times when the number of homes sold in the real estate market is slowing, our projects are showing continued success, with average sales rates above the industry norm. This is because we offer affordability

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See Page 11 for
Details

COMPUTERS/TECHNOLOGY

I Sing the Bluetooth Electric

By J. Allen Leinberger

This is not the first time I have written about the little plastic earpiece that I have been sporting recently. It won't be the last.

The little thingy that blinks blue and hangs from my right ear is a short range FM device that allows me to use my cell phone without opening it up or dealing with wires. This is why it is called a "wireless device."

Actually, the Bluetooth device can be used with your Treo or PDA, with your computer or just about any other digital device. I would not recommend it for iPods or other music players. The Bose Quiet Comfort 2 Acoustic Noise Canceling headset that I wrote of recently does a much better job of playback. Still for most voice contact, the Bluetooth does the job quite well.

I have tried driving with a cell phone attached to my belt. When it rings, I have to wiggle it out from under the seat belt. If I am wearing a jacket, that makes it even more difficult. Then to open it and talk while I am watching the road is asking for trouble.

I have tried to use a wire mike connection. The cord gets tangled in the seat belt or the jacket and it hooks on my pen if I turn to the left while talking. That, of course, presumes that it follows me as I turn. If it's hooked on the seat belt, my voice will fade and my caller will think they have lost the line.

Addressing what safety experts say can be a deadly distraction, states are scrambling to impose restrictions on cell phone use by drivers. Many states are considering new restrictions on cell phone use by drivers. Twenty-six states and the District of Columbia have written legislation on the issue, mostly since 2003. This year, other legislatures

are tackling the subject, and two states have passed laws on it.

The move toward legislation reflects the proliferation of cell phones and rising concern the devices and other distractions are contributing to auto crashes. "Ten years ago hardly anybody had cell phones," says Matt Sundeen, who tracks the issue for the National Conference of State Legislatures. Today, with the numbers soaring, "there's been a greater push in the state legislatures on this issue."

In March, West Virginia barred hands-free or hand-held cell phone use by teenage drivers or anyone with a learner's permit who doesn't yet have a driver's license. Such prohibitions affecting novice drivers are often a first step state lawmakers consider, experts say. The subject is being considered by Utah legislators, who in April passed a law prohibiting municipalities from setting regulations. Utah's action, Mr. Sundeen said, reflects legislators' goal of pre-empting a patchwork of rules across the state.

In states without laws, a number of municipalities have passed their own local restrictions. For example, Shelby Township in Michigan has an ordinance that makes it a civil violation to drive and use a cell phone. Now, after a fatal car crash in Macomb County in February, the state legislature is considering a law.

In the accident, the 20-year-old driver fell asleep while talking on the phone, crossed three lanes of traffic and hit a car driven by a 55-year-old woman, who later died. Authorities lodged what they thought was Michigan's first cell phone-related negligent-homicide charge. Later, they added drug charges, after a medical exam allegedly

turned up illegal drugs in the driver's system.

"The cell phone, like eating a hamburger, putting on makeup or talking to your friend in the back seat is a distraction," says William Cataldo, Macomb County chief of homicide and assistant prosecutor, who is handling the case.

While no state has banned talking on a cell phone while driving, Connecticut, New Jersey, New York and Washington, D.C., have the most restrictive laws: Except in emergencies, motorists in those states can use cell phones only with hands-free devices, such as the earpieces that I mentioned. Restrictions vary across other states. Some prohibit teenagers, bus drivers and drivers with learning permits from using cell phones — even with earpieces, Mr. Sundeen says.

More than a dozen states have laws that aren't specific to cell phone use but target behaviors that can distract drivers, such as reading, grooming or talking on the telephone. Under these laws, drivers face a misdemeanor charge and possible fines up to \$1,000 if cell phone use is a factor in an accident.

Enforcement approaches also differ among states. In some, improper cell phone use is a primary offense, meaning that police officers spotting a potential violation have the authority to stop and ticket drivers. In others, such as New Jersey, it is a secondary offense; police officers can fine drivers for improper cell phone use only if they are pulled over for another traffic violation, like speeding. New Jersey lawmakers are moving this year to make cell phone violations a primary offense, Mr. Sundeen said.

Enforcing the laws remains a challenge, in part because police

don't always spot drivers using cell phones.

"People sometimes say they see people on the phone and the police are not stopping them," said New York State Assemblyman Felix Ortiz, the legislator behind the New York law. Police tried checkpoints to enforce the law in 2002. Last year, the number of tickets increased to 244,700 from 212,000 in 2004.

In the District of Columbia, where a tough cell phone law went into effect in 2004, police issued 6,018 tickets last year. District officials say that shows police are enforcing the new law.

Penalties differ as well. In New York, drivers caught using phones without hands-free devices may be fined as much as \$100. In New Jersey, violators face fines of as much as \$250.

Proponents of laws restricting cell phone use by drivers say the devices increasingly pose a safety threat. In 2004, Michigan recorded 1,021 crashes — including five fatal accidents — in which cell phone use was cited as a factor, according to the State Police's Office of Highway Safety Planning. A year earlier, there were 879 cell phone-related crashes, three of which were fatal.

Data from other states suggest cell phone laws aren't a silver bullet for reducing car crashes. In New York, which in 2001 was the first state to pass a cell phone law, the overall number of cell phone-related crashes has climbed since 2002. However, the number of crashes involving drivers using earpieces or other forms of hands-free cell phones went down. In Texas, where teens are barred from using cell phones while driving, the number of crashes in which cell phones was a factor increased from 716 in 2000 to 1,032 in 2002, the year for which the most recent figures are available.

Some law-enforcement experts

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Emperor of the Inland Empire

There is no emperor here, but if there was, it could well be Paul Hiller, president and chief executive officer of the Inland Empire Economic Partnership (IEEP).

Granted, the public relations firm of Porter Novelli has been getting a lot of attention lately for their highly successful PR campaign (one major article about our marketplace per week in 2005). Still, it is the steady hand of the man in the corner office, in this case, Hiller, that makes the big decisions. IEEP, you should understand, is a group of like-minded businesses, many which compete with each other, who work for the common good of the Riverside-San Bernardino-Ontario business community.

As testament to their efforts, of the 61 companies that contacted IEEP for site search assistance in 2005, six have located in the region creating 745 jobs (many more are still considering sites). These successes include:

- * Uttermost opened a 200-job distribution facility in Riverside.

- * PayCare moved its headquarters from Orange County to Riverside.

- * A specialty paper products company (we have not received permission to announce their name) is building a major manufacturing facility in Riverside that will employ 200 workers.

- * Power Bingo King opened an electronic's manufacturing plant in San Bernardino.

- * Caltrans is locating the R&D facilities in Fontana.

- * Burlington Coat Factory has located a 200-job distribution facility in San Bernardino.

The Film Commission had another outstanding year with 247 movies, TV shows and commercials produced in the region. This would include "Mission Impossible: III," and the TV show "24." With 1,666 production days, the dollar impact to the region will be in the \$200 to \$300

million range using the Motion Picture Association data.

The SBA (Small Business Administration) named our region as the top region in the United States in 2005 for program results. With more than \$24 million in economic impact, it was a great year for the SBDC program and the 1,840 clients served.

As for Hiller himself, he comes to us with an MBA from Michigan State and a BSBA from the University of Akron, Ohio. He spent 10 years in Akron with the Goodyear Tire and Rubber Company, as well as time in Oakland with Kaiser Aluminum. He then became a deputy director at the California Trade and Commerce Agency, which is the economic development agency for California. For six years after that he served as the managing director of Destination Irvine, an Orange County group similar to IEEP.

Hiller tells the Business Journal that the best thing about the Inland Empire is the fact that our potential is incredible. Two elements that he credits for that are the continuing population migration to our area and the long-term job growth. He sees at least 10 more years of both job and population growth here before we have to look at any kind of downturn. Speaking of which, he is proud to declare that any damage done by the recession of the early nineties is over and done with.

When asked about Dr. John Husing's proclamation concerning our success being based upon "dirt", Hiller tells the Journal that things are more basic than that. "It's dirt of any kind, not just cheap dirt," he declares. There is no other area of Southern California with as much developable area to take advantage of. Add to that the fact that we are seeing white-collar jobs increasing. Which means that middle- and upper management is coming in. Degreed workers are in abun-

dance here as is desirable "class A" office space.

You can tell by the sound of

his voice that Paul Hiller has a product that he is proud to represent.

You can contact Paul Hiller at

The Inland Empire Economic Partnership

1201 Research Park Drive, Suite 100

Riverside CA 92507

philler@ieep.com

Phone 951.779.6700 ext. 226, Fax 951.779.0675

The Hart of the Wine Country

Joe Hart used to drive through Temecula on his way to work. At that time he was a teacher at a junior high in Carlsbad.

Temecula was not yet a destination for wine; the reputation that it enjoys today hardly existed. The Brookside winery out of Ontario was pretty much the entire industry down there. There were a few other elements not yet in place. Interstate 15 was not yet complete by a long shot. The housing and commercial development that we think of in Temecula today was not even on the drawing boards yet.

But Joe Hart had the bug. The dream, if you will. And the best part

was that he was able to share the dream with his wife Nancy. The Temecula Wine Country was about to blossom and they would be there at the start. The Harts planted their first grapevines in 1974. Most of the work was done on the weekends. Joe and Nancy and their three sons did most of the work on the weekends. They planted and planned Syrah, Viognier, Merlot, Cabernet Sauvignon, Cabernet Franc and Sauvignon Blanc.

Truth to tell, today the Harts buy most of their grapes, making them more of a winery and less of a vineyard. They do own and operate an 8 acre vineyard to the north of town but don't go looking for tours there. Those vines

are not open to the public.

The winery opened up in 1980 on 11 acres in the same portion of Rancho California Road that is home to almost all of the Temecula wineries today. That same year the first Hart label wines were issued.

Today, in keeping with the philosophy that small-scale wine-making is an art form engaged in by a winemaker with a passion for wine, Joe Hart, along with his son, Bill, produces about 5,000 cases of premium wine annually. To the original vines they have added Zinfandel, Sangiovese, Tempranillo and Grenache/Syrah.

Hart admits that there are many changes in the area since he

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Joe Hart of Hart Family Winery

Lunar Rocket

continued from page 1

Canaveral will be at 55 degrees, which means that Lunar's "Shadow I" rocket will get to about 27 miles altitude.

"The change to a shallower launch angle means that the rocket and the payload dart will be exposed to higher temperatures than our previous missions," says Kleinberger, "but we anticipate a successful launch and recovery."

The mission will be the highlight for over 500 6th and 8th grade science students at Los Alamitos, who have been involved in the project the entire school year. The project adds real-world motivation and experience for students who are thinking about careers in science and technology.

Education researchers know that by the time young people get to high school, it's too late to change tracks. Middle school gets young people at the "sweet spot" when they are starting to make serious plans for their educational and career future.

The payload dart redesign was made possible by a grant from the Office of Technology Transfer and Commercialization (OTTC) at Cal State San Bernardino. OTTC manages grants provided by the Center for Commercialization of Advanced Technology (CCAT) through the Office of Naval Research.

The payload itself consists of the recovery device, called a "decelerator," that resembles a squared-off parachute, and two radio transponders. One transponder works with the Argos near-Earth satellite tracking system, the other is a shorter-range VHS device. The Argos unit will make it possible for the recovery time to navigate to the vicinity of the payload; the VHS unit will allow the ship and crew to home in to the precise location for pickup.

The significance of this effort is two fold: 1) these are middle school students, not university post-docs, and 2) the cost for the

mission is measured in a few tens of thousands of dollars, not millions.

"The commercial and educational potential here is enormous," says Kleinberger. "While the Shadow I can take only a single payload, our Shadow II and later systems can put multiple scientific payloads into suborbital space, where they are subjected to micro gravities, high heat, extreme acceleration, and other variables that are not easy to reproduce on the ground. These systems put valuable scientific missions within economic reach for a wide variety of potential users."

About Lunar Rocket and Rover

Lunar Rocket and Rover, Inc. is a privately-held, small business based in Los Alamitos.

Founder and President Robert Kleinberger has successfully developed an effective and economical model for launching and recovering scientific payloads into suborbital space. His is the only private firm authorized to launch sounding rockets from Cape Canaveral. For more information, call 562-596-7847, or visit the company's Website at <http://www.lunar-rocket.com>.

About the Office of Technology Transfer and Commercialization (OTTC)

O T T C (<http://www.ottc.csusb.edu>) is the management office for a grant program known as CCAT, Center for Commercialization of Advanced Technology, funded by the Office of Naval Research (ONR) through Congressman Jerry Lewis's office. OTTC provides grants intended to be used to help companies develop commercial applications for technologies that have been developed in government laboratories; and also help the government find technologies it needs for defense and homeland security needs. OTTC is a two-way conduit that

acts as a virtual incubator for advanced technology.

Comments - e-mail to iebj@busjournal.com

The Hart of the Wine Country

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first settled in. The popularity of the area now known as the wine country has made things more competitive. Restaurants, bed and breakfasts and music festivals have all added to the business that used to be just about making wine. It has added to the burden, according to Hart, who told the Business Journal that it is still an uphill battle.

Even so, he is glad to see that his neighbors are all family-owned and operated businesses. He believes that the personal involvement makes for a better product. He is glad that there are no corporate run facilities in the area. Hart Winery has won several medals in the New World International Wine competition and Joe Hart is glad for that.

"Gold Medals," he tells us, "are good marketing tools." They

also have helped to give what might have been a regional product some national recognition. He has even been interviewed by the Wall Street Journal.

His gold medals and best-of-class awards are also, in Hart's estimation, a testament to the recognition given him by his peers as well as the wine consuming public to the excellence of the Hart Winery wines.

When we asked what he likes best about his work, his answer was simple. "Almost everything."

Hart Winery is located at 41300 Avinida Biona, Temecula CA 92591. Wine tours are by appointment. Call 951-676-6300. Wine tasting is \$5 & \$10. Find them on the Web at www.thehart-familywinery.com

CAI Lights the Business Fires of Corona

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vaporizing skid with electric heaters, vaporizers, blowers, control panel, and transmitters.

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ation of a hot adiabatic flame zone.

CAI's technical and commercial success includes the retrofit of numerous boilers with low NOx burners using multiple fuel lines. We have also engineered and packaged simple cycle 10 MW Power Generation Systems using GE's LM1500 jet turbine engine integrated with generator and auxiliary systems.

CAI consistently provides a focused effort starting from the initial preparation of the proposal to the successful completion of the project. CAI systems are designed with a strong emphasis on the end-users.

They have a "work hard" ethic to ensure a technically superior design, highest quality products, accurate and detailed documentation, timely completion of milestone commitments, and,

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How to P.L.A.N. for Disaster

continued from page 11

location? If you get caught in traffic, will you have enough gas to evacuate successfully?

What if something happens that you didn't anticipate? If you go through this process enough times and really work on your plan, then you will be able to adapt to the failure. You're mind will be primed and you'll be ready to think of alternatives, even if the failure isn't anticipated beforehand.

N - NEEDS

In any disaster situation, you must be ready to go for 72 hours without assistance. Those first 72 hours are critical because emergency relief will be overwhelmed during that time. Fire departments, police, and medical personnel won't have the resources to get to everyone.

After hurricane Katrina, many people died simply because they ran out of food and water in those critical three days. However, four days before Rita hit Texas, the community leaders were on the television warning people that if they decided to stay, they needed to be prepared for 72 hours because no one would be able to help them.

When working on your plan, make sure you account for all your needs for 72 hours. Be prepared to be self-sufficient during this time. Each one of your family members must have personal ID and photos of all others in your plan, two quarts (liters) of drinking water, 72 hours of food, 72 hours of clothes, two weeks of medications, two weeks of toiletries, a supply of cash (credit/debit cards can't be verified if phone lines go down), a flashlight, a portable radio, batteries, a signal whistle, white/silver duct tape, a first aid kit, prepaid calling card, and a list of emergency phone numbers.

These needs should be kept in a rolling backpack that stays with the owner. Keep this bag, your Disaster Pack, readily accessible. And if a disaster is imminent, keep the Disaster Pack with you at all times.

Are You Ready?

Once you have taken an inventory of your family, made arrangements for evacuation, anticipated and accommodated failures, and gathered all your needs for 72 hours, you need to review and practice your plan each year.

Hurricane situations are timely because of what happened on the gulf coast, but regardless of what disaster situation you face, you must have a plan. In a tornado, tsunami, terrorist attack, or whatever, you can use these steps to make your disaster plan and ensure the safety of your family and your business.

CLOSE - UP

continued from page 6

He mentions that he was once stationed in Pocatello, Idaho where the wind off of the Snake River was so cold it froze the clapper on the bell.

As for the 'salvation' work of The Army, they work hard to keep their social work separate from their faith. Some parts of the world see them as a religious group first and foremost, but

here in the U.S. the social work comes first. This is especially significant as much of their funding comes from state and local tax support, as well as the Arrowhead United Way. There is even a local attorney who regularly donates stuffed animals for traumatized children.

Still, Major Fritz stresses that "Salvation is our middle name." (If you don't get the joke, their first name is "The.")

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Executive Reluctance

by Sam Manfer

What goes through you when your boss or your inner-self says you've got to get to the top decision maker for this deal, contract, renewal or sale? It's probably not great. However, the executive suite is where you have to be to increase your chances of success.

Most sales people quickly boost that they can get to or have "no problem" meeting with the top executives of their prospects or customers. However, when I ask, "What does that leader want from you?" they scramble for an answer. Now if they knew that, it would be great, right!

So if there is no problem getting and meeting these key decision makers, why don't more sales people do it?

1. It's scary. that's why.

Yet, it's natural. We fear people in authority positions—those with power over us and others. Think of your boss or judges or police or customers. They all put you on guard. As you get to know them, it's less stressful, but the tension is always there.

2. It's a hassle to get to these senior decision makers.

They are protected from anyone getting to see them, including their own subordinates (who are also intimidated).

3. There is a concern of upsetting the manager, engineer or purchasing person you're presently meeting.

Many buyers give that impression and the rest of the time you assume it to be true.

4. Add to above past rejections and you begin to act as your own gatekeeper saying (consciously or unconsciously), "Let's stick with the purchasing people collecting the bid information."

No matter what you hear or how you spin it, the big dog makes final decisions for your sales. He is briefed before the purchase because he needs critical information and guarantees before he gives his approval. If he's happy with your proposal, you get the contract. So who better than you to deliver your message?

Here are five tips to help you overcome the anxiety and make it easier to push upwards:

1. Admit you feel uneasy.

Then you can deal with it. Otherwise you will subconsciously avoid the challenge and stick with your rationalizations, i.e., he's too busy. This is technical and she's just a rubber stamp. She doesn't see sales people. Ask yourself, "Why am I anxious?" Maybe it's past associations or fear of rejection. There's something going on. So keep asking until you find an answer. Eventually you'll realize you're projecting a negative outcome—something bad will happen—subordinate's annoyance, foreseeing hurdles involved, whatever. The antidote is to accept that you don't know the future or what others are thinking. You won't get rejected. The subordinate may really want you to meet his boss.

2. Positively Visualize the Outcome.

The most common technique among all professional golfers is to visualize their shot before they hit. With this positive outcome programmed, their muscles and mind compute the biomechanics to make it happen. Try it. It's easy but it takes an effort to do it. See, posi-

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CAI Lights the Business Fires of Corona

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most important, within budget.

Project organization and approach

CAI will assemble a complete organization to handle all required phases of the engineering, design, procurement, and support services for a single project.

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Use Your Influence

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sunderstanding. Influencing your boss requires a good pair of ears and some patience, so really listen to your boss's expectations and challenges. On a regular basis, ask your boss what he or she expects from you, then summarize back what you've heard. You may feel silly at first, but you will experience far fewer misunderstandings and missed connections. Your boss will know that you have correctly heard what's been said.

Don't stop with your boss

Everybody loves to work with somebody who listens, cares and understands. It's an essential part of being a great influencer. Listening in a purposeful, skilled way will give you the opportunity to really know what your boss is about.

Though these tips are specifically for tough bosses, you can easily use them in all of your relationships, including those with your colleagues, customers, spouses, kids, parents and friends. When you practice your influence skills and experience the positive changes, you'll want to use your influence to turn all of your relationships from tough to terrific!

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Los Angeles World Airports Appoints Ontario International Airport Manager

by Joe Lyons

Los Angeles World Airports (LAWA) has appointed a new airport manager and assistant manager to oversee Ontario International Airport (ONT). Their appointments became effective May 29.

Jess Romo, ONT's new manager, has over 17 years experience with the City of Los Angeles, eight of which were at LAWA as property manager at Los Angeles International, ONT and Van Nuys Airport. He has extensive experience in lease administration and property management, having worked at the Bureau of Engineering, Department of Water and Power, and General Services.

Romo, a Claremont resident, holds a master's degree in industrial psychology from California State University at Los Angeles and a bachelor's degree in psychology from the University of California at Irvine. He is also a state licensed general certified appraiser with two designations from the Building Owners & Managers Institute International (BOMI) as a real property administrator and facilities management administrator.

ONT's new assistant manager, Kim Ellis, has over 17 years experience with LAWA. He was ONT's acting airport manager since April 2005 and previously served as assistant airport manager, chief of airfield operations, landside operations manager, and airport operations coordinator. Ellis was recently profiled in a feature here in the Inland Empire Business Journal. He also worked for America West Airlines and Lockheed Air Terminal, Inc., and served in the United States Marine Corps.

Ellis serves on the Ontario Chamber of Commerce board of directors. He teaches graduate and undergraduate courses in airport planning and management at

Embry-Riddle Aeronautical University.

Ellis holds a master of business administration degree in aviation from Embry-Riddle Aeronautical University and a bachelor's degree in aviation management from Southern

Illinois University. He is also an airport executive with the American Association of Airport Executives.

ONT is one of four airports owned by LAWA, a Los Angeles City department that oversees an airport system in the nation's sec-

ond largest metropolitan area. The other airports owned and operated by LAWA are Los Angeles International Airport, Palmdale and Van Nuys. ONT handles over 7.2 million annual passengers and 575,000 tons of cargo.

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Exposing the Inexcusable Excuses for Not Handling Conflict With Tips on How to Improve

By Francie Dalton

One of the most pervasive problems within executive ranks is the frequency with which they avoid conflict. This article presents a compendium of their excuses and attempts to dismantle each by revealing the flaws embedded within.

Excuse #1: I'm just not good at handling conflict.

So GET good at it. Needing to improve your skills with conflict doesn't justify avoiding it in the present. Try this 4 step formula when addressing your adversary: "When you _____; I feel _____; because _____; therefore _____."

Excuse #2: If I'm not feeling it, it doesn't exist.

If you're refusing to act because you've experienced no ill effects from others' conflict, understand that your immunity doesn't invalidate others' pain. As the boss, you have a fiduciary responsibility to facilitate resolution among feuding subordinates whether it's affecting you or not.

Excuse #3: If I ignore it, it'll go away.

I call this the ostrich mentality. You can certainly stick your head in the sand, but not without simultaneously offering up what for most of us is a much larger alternative target, which will be much easier to hit since you're standing still! Ignoring conflict just increases your risk.

Excuse #4: If I confront, the confront will get worse.

When executives tell me why they think confronting conflict will make it worse, their reasons are more often based on assumptions than on actual experience. Are you making negative assumptions about what would happen if you confronted conflict in order to justify inaction?

Excuse #5: It's not urgent, and I have other priorities.

Are you feigning other priorities to justify not having to deal with conflict? Understand that conflict doesn't have to be urgent to poison the work environment. Allow low grade hostilities to continue unchecked and they'll fester, infecting every functional

activity and resulting in considerable productivity losses.


Excuse #6: Solving their interpersonal problems isn't a good use of my time.

Then perhaps you should consider giving up the managerial function.


Excuse #7: Executives should be able to solve their own conflicts without involving me.

Telling those at an impasse they should be able to solve it themselves isn't helpful. Try getting each party to answer briefly the following questions regarding their conflict: What's true right now? What would be the impact if nothing changes? Now what

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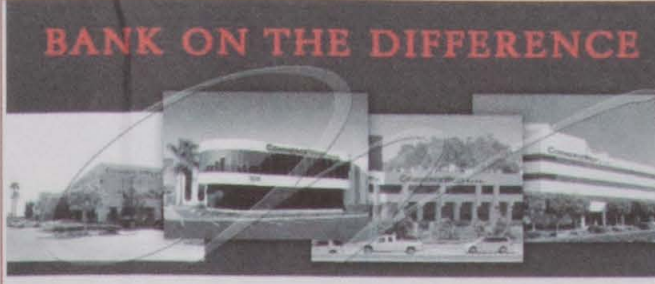
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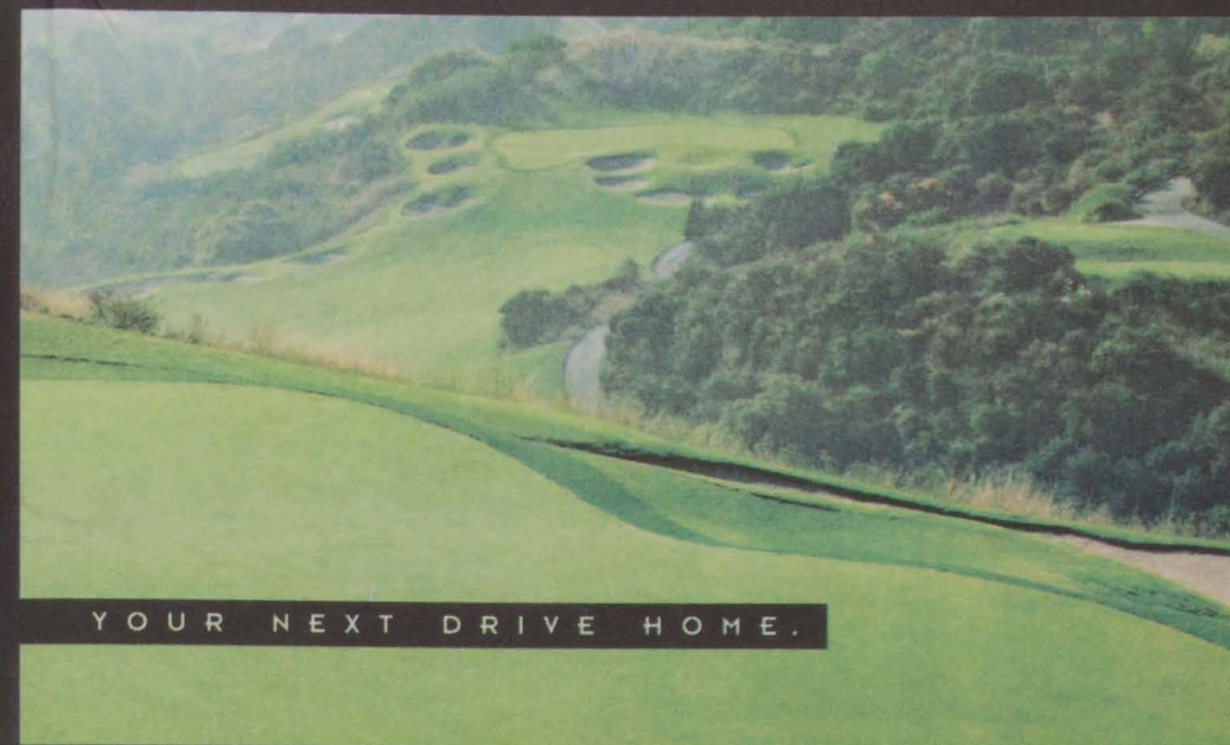
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"End of an Era" at Guasti

continued from page 1

mer at least. One possibility would be for Saffron's to become incorporated into the hotel. Similar possibilities exist for the Homestyle Café.

Altogether the Guasti property encompasses about 50 acres from just south of I-10, south to the railroad track property line. All of the historic buildings are included in this tract.

Does Pauley believe that the opening of the new Ontario Airport terminals gave new value to the site? "It sure has," he responded quite simply.

demand for the land is at hand.

There have been, in recent years, efforts, through entitlement funding, to make Guasti into the image that Ontario seemed to want and need at that time. An artist colony idea was put together. There was even a jazz concert, which failed to draw a crowd. The market, it appeared, simply was not there then. Now, however, as Pauley observes, the educated professionals are finally coming out to the Inland Empire and discovering that they can live and work here much cheaper than they can in Orange County."



Pauley tells the story of his grandfather who, back in the fifties, saw the value of investing in property in what would become known as the Inland Empire. Growth and development in Orange County, even then, dictated a need to look east for room to spread.

As others in our area have indicated to the Journal recently, the growth of white-collar jobs in the west end of the Inland Empire have spelled equal demand for high-end office space and high-end retail, as well. Pauley sees this as the classic idea whose time has come. He has the land, and

Does Pauley feel nostalgic about turning over the family site?

"I sure do!" he told the Journal.

"I had hoped to see this project through to the end but sometimes circumstances don't allow that to happen."

He confesses that, over the time he has spent in Guasti, he has not felt ownership so much as custodianship. His personal hope is that the new people will take good care of it.

Pauley's personal prospects are solid. He has learned much in the areas of planning and devel-

opment, and there is a great demand for such talents in this area today. Still you have to figure that he'll always feel the pull when he drives past the Archibald exit of the 10 freeway and looks to the south towards the airport and the company town that Mr. Guasti founded 106 years ago.

INLAND EMPIRE business journal

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See Page 11

Rancho Specialty Hospital Expands Services With Opening of Its New "Wound Care Advantage Program"

Care for patients suffering from chronic, non-healing wounds is now available through The Wound Care Advantage at Rancho Specialty Hospital. A grand opening and tour of the new program is expected to take place in mid July.

The Wound Care Advantage offers a comprehensive interdisciplinary approach to wound care and provides advanced wound healing techniques, wound assessment, testing and treatment for individuals suffering from acute and chronic non-healing wounds. The Wound Care Advantage is a service of Rancho Specialty Hospital in collaboration with Healing Services Consulting.

When you consider the facts, consider why so many of us might require a Wound Care Advantage Program to heal complex or chronic non-healing wounds;

- The annual cost of treating patients in the U.S. with problem wounds is estimated at more than \$16.0 billion and is growing.

- Every year, chronic wounds caused by diabetes, poor circulation, or other conditions, keep 5 million people from doing the

things they love to do.

The Wound Care Advantage is designed to treat wounds associated with diabetes, venous stasis, circulatory problems, pressure, burns, and those resulting from post operational incisional breakdown. "The addition of a Wound Care Advantage Program will offer our patients incredible benefits and ultimately improve their quality of life," says Chief Operating Officer and Chief Nursing Officer, Barbara Schneider, RN. According to Schneider, "Among the many benefits we hope to provide are increased healing time, a higher level of limb salvage, less hospitalization and the prevention of permanent disability."

Upon admission to the Wound Care Advantage, patients can expect to undergo a diagnostic assessment by a team of medical professionals with advanced training in wound care. The assessment may include a medical history and physical, vascular assessment, neuropathic risk assessment and nutritional screening.

For additional information, call 1-888-9-WOUNDS.

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Hospitals Serving The Inland Empire

Ranked by number of licensed beds

continued on page 28

	Hospital Address City, State, Zip	# of Lic. Beds Avg. Daily Rm. Chg.	Total Staff # of Doctors # of R.N.s	Current Operating Budget	Specialties	Owner	Top Local Executive Title Phone/Fax E-Mail Address
1.	Loma Linda University Medical Center 11234 Anderson Street Loma Linda, CA 92354	547 N/A	5,687 850 1,548	\$540 million	International Heart Institute, Cancer Treatment Institute, Over 300 Other Specialties	Loma Linda University Adventist Health Sciences Center	Ruthita J. Fike CEO/Administrator (909) 558-4000
2.	Kaiser Permanente Medical Center 9961 Sierra Avenue Fontana, CA 92335	444 N/A	4,200 450 700	N/A	Full Service Medical Care	N/A	Terry Belmont Sr. Vice President/Area Mgr. (909) 427-5269/427-7193
3.	St. Bernardine Medical Center 2101 N. Waterman Avenue San Bernardino, CA 92404	443 N/A	1,500 316 400	\$98 million	Full Service Regional Medical Center	Catholic Health Care West	Steven R. Barron President (909) 881-4300/881-7692
4.	Pomona Valley Hospital Medical Center 1798 N. Garey Avenue Pomona, CA 91767	436 N/A	2,313 550 N/A	\$220 million	Cancer Treatm., Cardiac & Intensive Care, Cardiac Catheterization, Heart Surgery, Inpatient & Outpatient Surgery, Maternity & Inten. Care Nursery	Non-profit facility by Community BOD	Richard E. Yochum President/CEO (909) 865-9500/865-9753
5.	Desert Regional Medical Center 1150 North Indian Canyon Drive Palm Springs, CA 92262	388 N/A	1,300 250 450	\$178 million	Geriatrics, Rehabilitation, Oncology, Women & Infants, Trauma/Emergency, Inpatient Surgery, Heart Services, Home Health/Hospice	Desert Hospital Dist., Tenet Healthcare	C. Barry Dykes CEO (760) 323-6187/323-6580
6.	Arrowhead Regional Medical Center 400 N. Pepper Ave. Colton, CA 92324	373 N/A	1,800 200 600	\$200 million	Family Medicine, Outpatient/Inpatient Care, Maternity, Neonatal, Burn, Kidney Transplant, Cancer, Cardiac, Orthopedics, Emergency, Trauma	County of San Bernardino	June Griffith-Colison M.D. CEO (909) 580-6150/580-6196
7.	Riverside Community Hospital 4445 Magnolia Avenue Riverside, CA 92501	364 N/A	1,583 403 593	N/A	HeartCare, 24-hr. ER/Trauma, Inpatient/Outpatient Surgery, Intensive Care, Kidney/Kidney-Pancreas Transplant, Orthopedics Physical/Occupational/Environmental Medicine	HCA	Jaime Wesolowski President (951) 788-3000/788-3174
8.	Riverside County Regional Med. Ctr. 26520 Cactus Ave. Moreno Valley, CA 92555	364 N/A	1,800 350 300	\$240 million	Neurosurgery, Child Abuse, Orthopedics, Surgery, Fam. Practice, Obstetrics, Level II Adult & Pediatric Trauma Units	County of Riverside	Douglas Bagley CEO (951) 486-4470/486-4475
9.	Hemet Valley Medical Center 1117 E. Devonshire Ave. Hemet, CA 92543	344 N/A	1,000 200 287	N/A	Emergency Department, Cancer Treatment, Maternity & Women's Services, Cardiac Care, Outpatient Lab	Valley Health System	James Maki Administrator (951) 652-2811x5202/925-6323
10.	Community Hospital of San Bernardino 1805 Medical Center Drive San Bernardino, CA 92411	291 N/A	1,100 303 406	N/A	Full Service Medical Center, With Obstetrics/ Neonatal Intensive Care, Comprehensive Rehab., Mental Health, 24 Hr. Emergency, Outpatient Surg.	Catholic Healthcare West	Jeffrey Flocken Interim President (909) 887-6333/887-6468
11.	San Antonio Community Hospital 999 San Bernardino Road Upland, CA 91786	283 N/A	1,888 507 558	N/A	Medical/Surgical, Critical Care, Maternity, Neonatal, Pediatrics, Cancer Treatment, Cardiac, and Outpatient Services	Community Hospital Non-profit	Steven Moreau President/CEO (909) 985-2811/985-7659
12.	Eisenhower Medical Center 39000 Bob Hope Drive Rancho Mirage, CA 92270	253 N/A	2,063 330 WND	N/A	Emergency, Cardiology, Orthopedics, Cancer Care, Diabetes, Parkinson's, Alcohol and Drug Treatment	Community-Based Not-For-Profit	Aubrey Serfling President/CEO (760) 340-3911/773-1850 www.emc.org
13.	LLU Children's Hospital 11234 Anderson St., Rm. 1816 Loma Linda, CA 92354	244 N/A	372 107 287	N/A	Pediatrics, Cardiology, Oncology, OB/GYN Gastroenterology, Neurology, Pathology, Radiology	Loma Linda University Adventist Health Sciences Center	B. Lyn Behrens President (909) 558-7929
14.	Corona Regional Medical Center 800 S. Main Street Corona, CA 91720	228 N/A	921 308 227	N/A	Full Service Medical Center/ Rehabilitation Hospital, Behavioral Health, Comprehensive Cancer Center	Vista Hospital Systems, Inc. Non-Profit	John A. Calderone, Ph.D. CEO (951) 736-6240/736-6310
15.	Kaiser Foundation Hospital 10800 Magnolia Avenue Riverside, CA 92505	215 N/A	800 150 N/A	N/A	Full Service Medical Care	Kaiser Foundation Hospitals	Terry Belmont Sr. Vice President/Area Mgr. (951) 353-4600/353-4611
16.	Jerry L. Pettis Memorial Veteran's Affairs (VA) Med. Ctr. 11201 Benton Street Loma Linda, CA 92357	203 N/A	1,472 FTEE 109 FTEE 543 FTEE	N/A	Medical, Surgical, Psychiatry, Nursing Home Care Unit	Dept. of Veteran Affairs Washington, D.C.	Dean R. Stordahl CEO (909) 825-7084/422-3106
17.	Parkview Community Hospital Med. Ctr. 3865 Jackson Street Riverside, CA 92503	193 N/A	397 308	N/A	Inpatient Diabetes Program, Curtis Cancer Center, Osteoporosis Imaging & Prevention Center, Level III Intensive Care Nursery, Occupat. Med. Clinic, Wound Specialty Ctr., Maternity Serv., Urgent Care, Breastfeeding Ctr.	Arlington Health Services Corp. Non-Profit	Doug Drumwright CEO (951) 688-2211/352-5427 marketing@pchmc.org
18.	St. Mary Medical Center 18300 Highway 18 Apple Valley, CA 92307	186 N/A	800 200 300	N/A	General Acute Care, CT Scan, Cath. Lab, Open Heart, Neonatal I.C., Transitional Care, MRI, 24-Hour Emergency	St. Joseph Health System	Jason Barker President/CEO (760) 242-2311/242-2994

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the hospitals listed. To the best of our knowledge, the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Paul Crosswhite. Copyright 2006.

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Hospitals Serving The Inland Empire

Ranked by number of licensed beds

	Hospital Address City, State, Zip	# of Lic. Beds Avg. Daily Rm. Chg.	Total Staff # of Doctors # of R.N.s	Current Operating Budget	Specialties	Owner	Top Local Executive Title Phone/Fax E-Mail Address
19.	Hi-Desert Medical Center 6607 White Feather Joshua Tree, CA 92252	175 WND	485 98 114	\$32 million	Medical, Surgery, ICU, SNE, Subacute, Home Care, Hospice 24-hr basic ER, Outpatient Surgery, Imaging, Lab, Rehab Behavior Health, Rehab CPSP	Hi-Desert Memorial Health Care District	Keith Mesmer CEO (760) 366-6260/366-6251
20.	Redlands Community Hospital 350 Terracina Blvd. Redlands, CA 92373	174 N/A	900 225 600	N/A	Cardiac Rehab., Radiation/Onc., Gen./Laparoscopic Surg., Level II Intens. Care Nursery, High Risk OB, Neurosurgery, Orthopedic Surg., Wound Care, Home Health, Hospice, Phys. Therapy, Pediatrics, Behavioral Medicine, ICU, Urology, Gastroenterology	Community Non-profit	James R. Holmes President (909) 335-5500/335-6497
21.	J.F.K. Memorial Hospital 47-111 Monroe Street Indio, CA 92201	130 N/A	650 125 N/A	N/A	Surgery, Orthopedics, OB/GYN, Gastro, Oncology, Pediatrics, Internal Medicine, Neurosurgery, Urology, 24-Hr. E.R., Cardiac & Vascular Cath. Lab, Outpatient, Prenatal Svcs., ICU	Tenet Health Care	Brian Thomas COO (760) 775-8019/775-8014
22.	Chino Valley Medical Center 5451 Walnut Avenue Chino, CA 91710	126 N/A	550 200 230	N/A	24-hr. ER, Same-Day Surg., ICU, Transitional Care, Chest Pain Ctr., Indust. Care, The Birth Place, Pediatrics, Acute Care	Veritas Health Services, Inc.	James Lally President/CEO (909) 464-8600/464-8882
23.	Loma Linda U. Community Med. Ctr. 25333 Barton Road Loma Linda, CA 92354	120 N/A	300 N/A N/A	N/A	ICU/CCU, Outpatient Surgery, Medical/ Surgical Units, Emergency Service, Outpatient Services, Radiology, Physical Therapy	Adventist Health Systems, Loma Linda	Michael Jackson Administrator (909) 558-6601/558-6259
24.	Victor Valley Community Hospital 15248 11th Street Victorville, CA 92392	115 N/A	506 220 129	N/A	Outpatient Surgery, Med./Surg. Units Inpatient & Outpatient Behavioral Health Unit, MR/CT/NICU	Victor Valley Community Hospital, Inc.	Margaret Peterson CEO (760) 245-8691/843-6020
25.	Doctors' Hospital Med. Ctr. of Montclair (Formerly KPC Global Med. Ctr.) 5000 San Bernardino Street Montclair, CA 91763-2326	102 N/A	475 300+ 145	N/A	24 hr. ER; Family Centered Birth Program, OB/GYN; Pediatrics, Outpatient Surgery, Medical/Surgical, ICU/CCU, CT Scan, MRI, Cardio Pulmonary, Mammograms, Physical Therapy, CPSP, Health Education		David Chu CEO (909) 625-5411/626-4777
26.	Moreno Valley Community Hospital 27300 Iris Ave. Moreno Valley, CA 92555	101 N/A	356 104 116	N/A	Spine Center, OB Services, ER Acute Care Facility Outpatient Diagnostic Services	Valley Health System	James Larson Administrator (951) 243-0811
27.	Rancho Springs Medical Center 25500 Medical Center Dr. Murrieta, CA 92562	99 WND	500 250 200	WND	24-Hour Emergency Services, Acute Care, Inpatient & Outpatient Surgery, Maternity Care Birthing Suites, ICU, Infusion Therapy, Breast Care Center, Outpatient Imaging & Treatment, Total Joint Replacement Program, Community Education	San Diego Hospital Association	Linda Bradley CEO (951) 677-9710/698-7721
28.	San Dimas Community Hospital 1350 W. Covina Blvd. San Dimas, CA 91773	93 WND	446 287 150	WND	ER, ICU/CCU, Med./Surg., Sub-Acute Skilled, Maternity, O/P Surg., Phys. Therapy, 24-Hr. Emergency, Bloodless Medicine & Surgery Program, Senior Program	Tenet Health System	Dan Bowers CEO (909) 599-6811/599-0629
29.	Kindred Hospital-Ontario 550 N. Monterey Ave. Ontario, CA 91764	91 N/A	300 200 89	N/A	Acute Care-Long Term, Intensive Care, Cardio Pulmonary, Rehabilitation Services	Vencor Operating, Inc. Louisville, KY	Peter Adamd CEO (909) 391-0333/391-2892 melisa_vicario@vencor.com
30.	Desert Valley Medical Center 16850 Bear Valley Rd. Victorville, CA 92392	83 N/A	402 67 133	N/A	OB, Imaging, Med./Surg., Telemetry, ICU, Lab., ER, Step-Down Unit, Outpatient Surgery	Desert Valley Health Systems	Lex Reddy CEO (760) 241-8000/242-8220
31.	Ballard Rehabilitation Hospital 1760 W. 16th St. San Bernardino, CA 92411	60 N/A	260 65 34	N/A	Physical Acute Rehabilitation, Industrial Medicine, Pain Management, Pulmonary Rehabilitation	Sun Healthcare Group	Robert R. Herrick CEO/Administrator (909) 473-1275/473-1276
32.	Canyon Ridge Hospital 5353 "G" St. Chino, CA 91710	59 N/A	153 23 29	N/A	Behavioral Health, Alcohol/Drug, Adult/Pediatric Acute, Outpatient Programs, 24-Hr. Assessment, Referral	Heritage Care of Chino, LLC	Jeff McDonald CEO (909) 590-3700/590-4019
33.	Barstow Community Hospital 555 S. Seventh Ave. Barstow, CA 92311	56 N/A	239 80 113	N/A	Inpatient & Outpatient Surgeries, OB/GYN, CCU, 24-hr. Emergency Dept.	Community Health Systems	Butch Naylor CEO (760) 256-1761/953-3375
34.	Palo Verde Hospital 250 N. 1st St. Blythe, CA 92225	55 N/A	WND N/A	N/A	Full Service Comm. Hospital, Adult/ Pediatric Acute Care, Inpatient/Outpatient Surgery, Emergency, Maternity, Women's Health, Home Health	Province Healthcare	Jeff Flood CEO (760) 921-5150/921-5201
35.	Mountains Community Hospital 29101 Hospital Rd. Lake Arrowhead, CA 92352	36 N/A	162 50 35	\$10 million	Skilled Nursing Unit, Lab., Radiology, 24-Hr. ER, OB, Physical Therapy, Rural Clinic, Med./Surg. Wing	District Hospital	James R. Hoss Executive Director (909) 336-3651 x3200/336-4730

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Hewlett-Packard

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I sent the unit back. Several days later I called to get an update. The technician said that the motherboard switch was broken and it would cost me \$275.00 to repair. I stated that this should be covered by warranty. He transferred me to a lady in the billing department who informed me that it was not covered under the warranty, that it was human error. I explained to her that it was impossible, because I had never dropped or banged the unit up, nor were there any scratches on it. I further stated that I had only used it sparingly for no more than 4 weeks. I asked how she new it was human error, she could not answer me. She said it had to be because it was classified that way. I asked to speak to a supervisor, she informed that I could not, and one will get back to me in no later than 48 hours. I explained that I was in an Orthopedic Residency and that I worked approximately 60-80 hours a week and *I wouldn't be able to be reached*. She didn't seem to care. (Encounter #4).

Let's think about this for a moment. A PDA is called a handheld device. Why is it that a handheld device that you carry around with you is so delicate? Why do they break down so easily! Sounds like an oxymoron to me.

I called back Hp and explained I wanted the name and number of the regional manager. The tech said she didn't know who this person

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Inland Empire Business Journal

I Sing the Bluetooth Electric

continued from page 12

say it isn't clear that restrictions on cell phones are having an effect on the number of accidents; others say it is hard to enforce the restrictions.

Safety researchers advise lawmakers to give guarded credence to data on the role of cell phone use in crashes, since they say many drivers are unwilling to admit that they were on the cell phone before a crash, for fear of being fined or charged with a violation.

The crash data are taken "right off the police report," says Lisa Block, a spokeswoman for the Texas Department of Public Safety. But, she says, people don't always own up to the fact "that they were talking on the cell phone. They're not always truthful about that."

That a hands-free phone can be a distraction sounds strange to me. Like many of us, I have gotten drowsy out on the road and I

have found that a call home can help get me back up to par. Cars are made to carry more than one driver and the diamond lanes are designed for us to car-pool, so the distraction of conversation in the car is, to me, simply a fact of life.

It would never be advisable to wear headphones for a CD player or an iPod, but the Bluetooth device does not block outside sounds like sirens or breaks.

Do I look strange when I stand in the hallway talking to myself? Of course! But modern technology allows for the convenience.

You may recall when mobile phones were those big beige "bricks." That was not even 20 years ago. There is no telling what we will be talking into in another two decades.

In the meantime, the Bluetooth earpiece appears to me to be the best, safest and most convenient piece of communications' equipment out there today.

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Four Steps to Managing Anyone:

Motivation and Communication to Get the Job Done

by Mimi Donaldson

Managing means getting results through people. We do this in many different settings---from workplace to household. If you are alive, you have already been a manager. You've managed delivery people, repair people, pets, children, in-laws, spouses and more.

One myth is that you need to throw money at people to motivate hard work and loyalty. Not entirely true. Management has less to do with charisma than with consistency. Managers depend on effective interpersonal communication skills to get things done.

Empower and Motivate

Many of you are called "boss." To avoid "boss" becoming another four-letter word, follow these four steps:

Step 1: Tell the person clearly what you expect them to do.

Easier said than done. In management training environments, this is called "delegation." My definition of "delegate" is to empower and motivate a person to accomplish results for which you are ultimately responsible. Delegation includes these guidelines: choose a person capable of doing the job; explain the result you want; give the authority to get it done; monitor the activity; give recognition or praise along the way.

- Set the climate. Be sure you're in a place conducive to concentration at a time when the person can concentrate. Listen to your words as you set the tone. Over the years, I've heard many a harried manager unwittingly say, "Now this is a simple, mindless task....that's why I'm giving it to you." Not very motivating.

- Give the big picture. Describe the overall objectives.

People need to see where their part fits into the whole to feel part of the loftier goal.

- Describe steps of the task. This is the meat of the delegation discussion. Sometimes these are already printed in an instruction or procedures manual. You still need to go over these steps, however briefly, with the capable person to assure yourself of the person's understanding. If the steps are not already written out, have the person take notes as you speak. This increases understanding.

- Cite resources available. Point out where there are other references, if any, on the task. Resources include people who have done the task of parts of it before.

- Invite questions. Even if it feels as if you don't have time to do this, it's worth it. Better to spend the time up front than be unhappily surprised later. Invite questions with open-ended prompting such as, "What questions do you have?" not "You don't have any questions, do you?"

- Get the person to summarize what they will do to get the job done. This takes some courage on your part; you risk being answered with a defensive "Do you think I'm stupid?" I use this sentence: "Call me compulsive---I need to have you summarize how you will get this done." when you take responsibility, you reduce defensiveness in the other person.

- Agree on a date for followup. How soon will depend on the complexity and value of task. You may need time and practice to develop the fine art of followup without hovering.

Is It on the Test?

Step 2: Give them a reason to do the task.

This is the fine art of motivating. Motivating people is impossible....they have to motivate themselves. There must be something in it for them.

Remember when you were in third grade, sitting at a little desk in class, listening to the teacher. He or she was droning on and on, boring you to sleep. Suddenly, an obnoxious kid in the back row yelled out, "Hey, teacher, is this gonna be on the test?" You were so embarrassed to hear someone actually ask that question. But you listened very carefully to the answer. If the answer was "no," your reaction was probably to relax---it's not on the test. But if the teacher said, "yes," you straightened up, borrowed a pencil, started taking notes---it's on the test. Ever since then, we have done only what we perceive is on our test.

Put Your Money Where Your Mouth Is

Step 3: Give the person the tools and resources they need to do the job.

This requirement can range from a desk and pencils to on-the-job training and enough time to get it done. This is the "put-your-money-where-your-mouth-is" step. Teamwork among individuals of varied backgrounds, experience and human interactive skills does not just magically happen. If managers want people to be productive and happy, they must put time and effort into training themselves and their people in technical skills and communication skills.

Step 4: Give feedback.

All people, when accomplishing a task, want to know how they're doing. Even your "stars." There are two types of feedback:

positive and corrective. Here are four tips for each:

Positive feedback:

- Make it succinct, specific and sincere.
- Stick to praise only; don't use it as an introduction to another discussion.
- Tell them why their accomplishment is important to you and others.
- Don't be surprised if the person is embarrassed or suspicious. This may mean they're not accustomed to praise and need more of it.

Correct feedback:

- Never attack the person. Attack the problem, whether it's job performance such as inaccuracy, or a work habit such as lateness.
- Keep calm. It's a problem-solving mode you are seeking.
- Be prepared to tell the consequences if the problem continues---and be prepared to carry them out.
- Don't be surprised if the person reacts with hostility. Even if you're being calm and objective, some people tend to take this discussion quite personally.

It takes practice and, quite often, some training and acquiring of new skills to carry out these four steps to managing. But stick with it; managing people and empowering them to accomplish things, makes a difference in their lives.....and yours.

For more information on Mimi Donaldson, visit her Web site at www.mimidonaldson.com

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the Inland Empire
Business Journal-
See Page 11**

MANAGER'S BOOKSHELF

"Great Customer Connections: Simple Psychological Techniques That Guarantee Exceptional Service"

by Richard S. Gallagher

Once upon a time all that was demanded of people who specialized in customer service was being nice to customers, solving their product or service-related problems, and handling their complaints. Unfortunately for many companies "once upon a time" is defined as up to and including yesterday's customer relations policy.

Author Richard Gallagher, a former customer service executive and currently a training and customer relations' consultant, points out that much of the current approach to customer service consists of "please," "thank you," and "we're sorry, but our computer's down." He calls this approach the "attitude school" technique where a smile and kind word -- at least in theory -- turns away a customer's wrath.

He goes on to state: "However, in my own experience of managing real-world customer support operations and training thousands of people in communications skills, this isn't enough. Nor, surprisingly, is it even the most important thing. Being nice will not carry you through a situation where someone is loudly demanding something you cannot give him or her. Smiling won't defuse a tense situation where you have to deliver bad news to someone. And courtesy won't help you take back control of the conversation when someone is overbearing. But the good news is that you can handle these situations differently, with the help of a little applied psychology."

The applied psychology that the author refers to isn't responding to human nature and being "nice," whatever that means. Neither is it practicing psychology as a "soft skill" which blows off a customer's viewpoint and substitutes a corporate policy for it. As the author puts it, a more modern view of customer service is backed by a great deal of "hard science" during the interaction between customer and customer service representative.

In this case the hard science is based on research that developed practical stages commonly found in clinical psychology. The author calls these stages of defusing a crisis the "Triple A Approach," after its three key steps:

"Acknowledgment - acknowledge feelings and give the problem importance.

"Assessment - gather facts and assess the situation.

"Alternatives - sell alternatives and set boundaries."

Based on his own experience and that of others, these steps play a key role in defusing a crisis with a customer:

"They give the angry customer attention and empathy. They create a neutral zone where a customer can openly express his or her feelings. They create time and space for strong emotions to subside. They turn a confrontation into an information-gathering process. They provide the setting for a face-saving resolution."

Surprisingly, one area that was not at all addressed in the book is the role that off-shoring, as well as its local variations, plays in customer service. The last thing an upset customer needs to hear is a customer-service person who might be in Ireland, India, or Romania using clearly non-idiomatic, American-style English while trying to go through the multi-step approaches recommended by the author.

Equally awkward situations are often faced by customers of smaller companies based in the southeastern U.S. A more typical situation in this situation is where the call center is North Dakota and the customer in Savannah, Georgia. The customers that wants to

know where the repair center is doesn't want to hear a response that asks, "How close are you to Norcross?" That is a dead giveaway that the customer service rep knows nothing at all about the geography of the state they are supposed be servicing.

Despite the lack of advice for running remote call centers, "Great Customer Connections" combines the features of a good primer and how-to book in an area of growing scrutiny.

--Henry Holtzman

Bestselling Business Books

Here are the current top 10 bestselling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "The World Is Flat [Updated and Expanded]: A Brief History of the Twenty-First Century," by Thomas L. Friedman (Farrar, Straus & Giroux...\$27.50) (1)* Why business globalization has arrived and is likely to stay.
2. "The Five Dysfunctions of A Team: A Leadership Fable," by Patrick M. Lencion (John Wiley & Sons...\$22.95) (3) Common problems that prevent teams from working together.
3. "Freakonomics: A Rogue Economist Explores the Hidden Side of Everything," by Steven D. Levitt (HarperCollins...\$25.95) (6) Why you shouldn't accept the official version of anything.
4. "Empire of Debt: The Rise of an Epic Financial Crisis," by Bill Bonner and Addison Wiggin (John Wiley & Sons...\$27.95) (4) Why America's future is fast approaching an economic crisis.
5. "The Little Book That Beats The Market," by Joel Greenblatt (John Wiley & Sons...\$19.95) (2) How to achieve a successful investing strategy at any age.
6. "Jeffrey Gitomer's Little Red Book of Sales Answers," by Jeffrey Gitomer (Pearson Education...\$19.99)** Sales guru offers answers to sales questions.
7. "Blink: The Power of Thinking Without Thinking," by Malcolm Gladwell (Little, Brown & Co...\$25.95) (7) Why instant judgments aren't as fast as you believe.
8. "Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth," by T. Harv Eker (HarperCollins...\$19.95) (8) The missing link between wanting wealth and achieving it.
9. "Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life," by Spencer Johnson (Penguin...\$19.95)*** Motivational book becomes popular once again.
10. "Good to Great," by Jim Collins (HarperCollins...\$27.50) (10) Climbing the steps from being good to being great.

*(1) -- Indicates a book's previous position on the list.

** -- Indicates a book's first appearance on the list.

*** -- Book previously on the list is on the list once again.

EXECUTIVE NOTES

Pacific Mercantile Bank announced that **James R. Medeiros** has joined the bank as senior vice president, regional manager of its Ontario Financial Center. He has lived in the Inland Empire for over 30 years and has worked for several local banks such as Citizens Business Bank and Golden State Business Bank.....**Pacific Mercantile Bank** also announced that **Frank A. Rozrio** has joined the bank as vice president,

commercial loan officer at its Ontario Financial Center. Prior to joining Pacific Mercantile Bank, Rozario served as vice president, sr. underwriter at Inland Community Bank.....**D. Linn Wiley**, president and chief executive officer of **Citizens Business Bank**, has announced the following appointments: **Stephen Wollman** to the position of vice president and relationship manager for the Corona Business Financial Center;

Linda Carlson to the position of vice president and manager of the bank's Real Estate Services Group in San Bernardino; **Jack Lane** to the position of vice president and relationship manager at the Upland Business Financial Center; **Timothy E. Anderson** to senior vice president and manager of the bank's Tri-City Business Financial Center in San Bernardino; **Deborah George** to senior vice president and manager of government serv-

ices; and **Sue Haynes** to senior vice president and manager of Bankcard Services.....**The Planning Center**, a full-service consulting firm that specializes in community planning and design, environmental studies and educational facilities planning announced that **Keith McCann** has joined the firm in a dual role as chief operating officer and chief financial officer.

REAL ESTATE NOTES *continued from page 7*

closed escrow with total sales topping \$18 mil. Upon full build-out, Chino Ranch Business Park will be a 33-building, mixed-use office/industrial project totaling 300,000 sf on 25 acres.

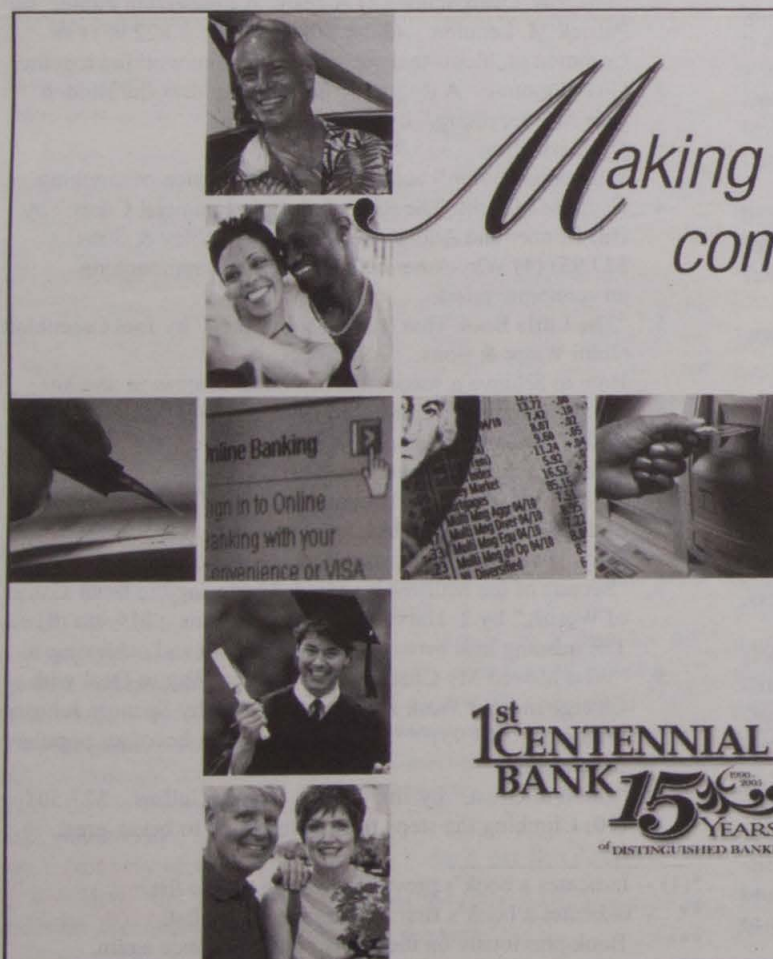
Phase I of **Chino Ranch Business Park** is comprised of 17 freestanding buildings totaling

150,000 sf. Construction on Phase I is complete and the buyers, which include a diverse array of users such as a home furnishings company, civil engineering firm, foam mattress company, lighting supply company and a bowling equipment manufacturer, are currently occupying the acquired freestanding buildings.

Located at southwest corner of Edison and Euclid Avenues, Chino Ranch Business Park is being marketed by Thomas Taylor, Steven Bellitti and Josh Hayes of Colliers International's Diamond Bar office.

Note: Rentv.com, a leading Internet real estate news site, has

contributed to this column.



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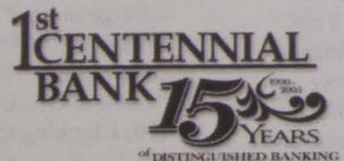
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SALES

ARE YOU A SALES ADVISOR OR AN ORDER-TAKER?

by Jerry Pujals

As a sales professional, you must strive to stay in control of every situation. That is, you must guide your clients to the best decision and ensure your clients know the advantages and disadvantages of every buying decision. This is a practiced skill that those in the top 3 percent have honed. The rest of the salespeople out there unknowingly relinquish control over to their clients. As a result, they have poor results, for both themselves and their clients.

Think about it: as a salesperson, you are trained in the specifics of what you sell. You know how the industry works, you have experience with your product or service, and you have access to information your clients do not. So why let a client, who is not as knowledgeable as you in this particular field, take the lead in the transaction? Doing so is a recipe for disaster.

Smart and successful salespeople view themselves as advisors. The other 97 percent think of themselves as order-takers. The client says, "I want this, and this and I want to do that." And the salesperson says, "Okay," no matter what the request. Those who take on the advisor role listen to what their client wants, and then they determine if those requests make sense for the client. If they don't, the advisor offers alternatives, shows why those alternatives are necessary, and confidently makes his or her case. The client, who senses the salesperson's knowledge and expertise, usually see that the original requests were unreasonable or not to his or her advantage.

DEVELOPING THE ADVISOR MENTALITY

Many salespeople claim to be advisors, but really they are not. Sure, they may put titles on their business cards, like "Sales Advisor," but they still have an order-taker mentality. Simply writing a title on your business card is not enough. To truly believe you are an advisor, do the following:

1. Use Affirmations

Affirmations confirm your beliefs by ingraining them into your subconscious. That's why the first step to thinking like an advisor rather than an order-taker is to tell yourself every day, "I am an expert sales advisor. I advise my clients on the best buying decisions to make." But remember, simply saying the words is not enough. You must truly believe them. Once you believe them, they will become reality.

2. Know Your Information

The other part of the advisor mentality involves the information you're able to provide, because at some point you're going to have to prove your advisor status by actually advising your client and giving reliable information. That's why you must know your information, but not rely on it exclusively.

When many salespeople talk with a prospect, they over-prepare. They find every fact and figure available to prove why their product or service is superior and they overanalyze the data. As a result, they want to impress their client with data rather than show the client what the product or service can actually do to improve his or her life. The client soon feels buried in data and tries to gain control of the situation just to get out from under the information overload.

The key here is to realize that different personality styles exist. For example, suppose the client you're meeting is an engineer. By nature, engineers are analytical and want to see data. They rely on

facts and figures in their day-to-day job, so offering them facts and figures in your sales transaction makes sense. However, if you're meeting with a CEO of a major company, he or she is busy, and likely only wants bottom line information---just the end results of what he or she will get. On the other hand, if your client is a psychologist, he or she will likely want to know more about you and will want to develop a relationship with you first before getting into the meat of the matter.

3. Be Adaptable

To be a successful advisor, you must be able to recognize the different personality styles and be versatile in your approach to each. You need to identify immediately whether you're dealing with an amiable kind of person who likes to take his or her time, or if you're dealing with a fast-paced, to-the-point kind of person, because how you relate to each, and the kind of information you give, each will be different. So being a good advisor is really about knowing how to read people, both in person and over the phone.

Then, it's about adjusting your approach to match the other person. A great question to ask that will help you identify a person's personality is: "What are some of the things that are important to you and that you need to know for us to work together?"

That one question will tell you more about people than anything else. Right away an analytical type will say, "Before I buy I need to know the exact specifications of the product, how it works, what warranties are available, and any other data that's pertinent." However, a more bottom line thinker would say, "I just want to know what results this product will give me." Do you see the difference in responses and how each response reveals different information about the person?

Unfortunately, most salespeople wing it when they're meeting with clients. They don't adjust their information for their audience, and their results show it. These same people always appear nervous, and they lack confidence. As a result, their clients run the show, and all the salesperson does is take orders.

If you want to get a better understanding of the different personality styles you will encounter, and the best approach for dealing with each, read books about the Myers-Briggs Type Indicator or the DiSC Personal Profile System. Both of these assessment methods are great tools for understanding people. Simply do a search online or visit your local library for the information.

BECOME AN ADVISOR TODAY

In the end, it's up to you to take control of every situation and guide your clients to better decisions. Really get to know the kind of people you're working with, and truly believe you can help them with their needs. The more you view yourself as a true advisor, know your information, and stay adaptable, the more sales you'll make, which ultimately benefits both you and your client.

About the Author

Jerry Pujals is a renowned real estate trainer, speaker and helps agents nationwide increase their production, efficiency and sales. Visit his Web site at www.jpsalesystems.com

CALENDAR

JUNE 2006

13

9 am - 1 pm

University of Phoenix, Ontario

Benefits I

This workshop is designed for those new to benefits' management. Participants are introduced to compliance issues, especially what constitutes compliance and non-compliance.

\$200 members/\$250 non-members

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13

12 pm - 1:15 pm

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\$75 members/\$100 non-members

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14

9 am - 1 pm

University of Phoenix, Ontario

Benefits II

This workshop addresses issues ranging from current benefit cost analysis to alternative funding mechanisms.

\$200 members/\$250 non-members

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15

9 am - 1 pm

University of Phoenix, Ontario

2 Creating and Building Teamwork

This course teaches participants to recognize and utilize the seven basic elements that enable any team to be successful. Trainees will develop a team effectiveness assessment that can be used on the job.

\$200 members/\$250 non-members

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Strong Economy

continued from page 10

Transportation - \$19.9 billion

Education - \$10.4 billion

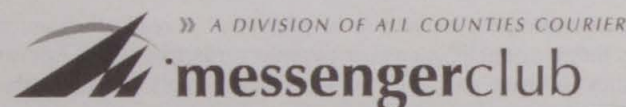
Levee Repair - \$4.09 billion

Housing - \$2.85 billion

the next several decades.

I'm also very proud of the local money set aside in these bonds—particularly in the transportation bond. If approved, counties and cities will share \$2 billion in bond funds. Riverside and San Bernardino Counties would receive approximately \$100 million (more than \$50 million for San Bernardino County and nearly \$50 million for Riverside County) for transportation projects important to their region. Also, cities would share \$1 billion—meaning cities like Riverside would be eligible for \$9.1 million in funds, Rancho Cucamonga \$5.2 million, San Bernardino \$6.4 million and Fontana \$5.1 million. There is another \$1 billion set aside for 17 counties in California that already have a portion of their sales tax earmarked for transportation projects. Both Riverside and San Bernardino Counties have this tax and will be eligible for millions more in matching funds.

I would encourage everyone to be as informed as possible about the bonds before the November election. A good place to get started is www.strategicplan.com. This Website outlines how the money will be spent should the bonds be approved.



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Executive Reluctance

continued from page 18

tive projection takes more energy than negative thinking. It is tougher to think prosperously than subsistence. Consequently, we default to the easier path—limiting and worse case thinking. It requires mental effort to turn negative projections around. However, if your projections gravitate towards getting nowhere, you'll get no where—guaranteed. Here's a better way to think. "The meeting will go great. He'll want to introduce me to others because he'll feel good about me and my message." Before you make any calls, project in your mind that your target will be happy and open to talk with you. Project positive and positive outcomes will start happening. Even if things don't work out, you'll understand the reasons and take comfort that it wasn't about you. This is rewarding feedback to yourself and will encourage you to think positively the next time.

3. Practice Your Introduction.

What will you say? "Hi, my name is Sam Manfer and I work with companies such as yours creating sales and improving the productivity of sales teams. Would you answer a few questions?" or for another situation, "John, I understand you are investigating hiring a sales consultant, what are the issues that are causing you to think of hiring someone from the outside?" When you know what you'll say, it helps you to visualize the situation in a positive frame. Your focus is on you and your opening rather than the anxiety of wishing the encounter was over or didn't have to happen.

4. Develop Confidence by Preparing.

Get information about the executive and the company. Talk with people who know the executive and the company. Use your Golden Network—those people with whom you have credibility. Talk with people in your company and urge them to help you prepare for the meeting or for an effective approach to get credibility. Remember it is OK to ask for help. The more you prepare, the more confident you'll be.

5. Get Over the Holier Than Thou Syndrome.

Realize this person is human just like you. You both get up and get dressed and go to work each day. You both have jobs to do. You're both busy, value your time and don't want to waste it. Neither wants to be sold. You both want resources to help you with problems. So disregard the "level to level," "better than you" thinking. Think of how you would like to be approached and the type of conversation you'd like to have with someone in your position. Chances are you're similar, but be careful with assuming. Let him tell you that.

It's mentally tough to setup meetings with senior executives. However, without their information, you are relying on others to tell you what's happening with your proposals. Subordinates don't want to push their bosses so they ignore you by not returning your calls, or feed you crumbs so you don't feel badly for all your efforts.

Bottom line—your sale's decision lies in the executive suite. So set your sites for the top. Get your network to make the introduction for you. Prepare for the meeting and you'll have a wonderful experience—guaranteed.



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"Time Out"

With Bill Anthony
and Joe Lyons



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ONE RED HOT PIZZA PARLOR

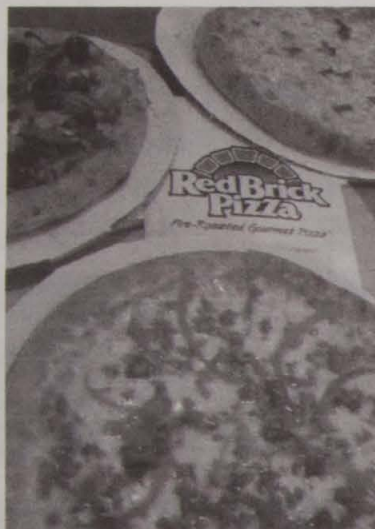
by Joe Lyons

There are almost as many pizza parlors around here as there are fancy Seattle coffee shops. Many are good. Some are outstanding. The Red Brick Pizzas are not only outstanding, they are unique.

The first point to make here is that the Red Brick Pizzas are prepared differently. Instead of your standard black 300-degree oven back in the kitchen, the ovens here are made of red brick, or clay and tile with red mosaics. These gas-fed ovens are set to 675 degrees and run up to 1,000 degrees inside. Still those tiles on the outside remain cool to the touch. Pizzas in these ovens are ready in three to five minutes. This is very much like the tandoori ovens that you find in East Indian restaurants.

Prepared hot and fast gives them a different taste. Perhaps better. I was impressed, but you

would have to decide for yourself. As for selection, you can have traditional pizza, like



sausage or pepperoni, or you can have one of those fo-fo "California-style" pizzas, like Thai chicken or Hawaiian, with pineapple and cashews.

We started with a basic four-cheese pizza. This is always a good test because, whatever you put on it, the basic pie has to be good by itself. This one is. Then we tried the combinations, bacon cheeseburger, veggie gourmet works and a "works." I've been here before and the same problem arises. I eat too much.

Following the pizzas we tried a couple of the fazzani sandwiches. The publisher of the Business Journal, himself a New York Italian, likes to call these "open face calzones." Hari Dhiman, owner of the local stores, wishes he wouldn't do that. Whatever. Then there are the gelatos. The word means ice cream in Italian, but there is no comparison. This is something entirely different. Like the pizzas, and even the salads, Red Brick is proud to serve them fresh daily.

The cheese, they told me, is the most expensive grade available from Wisconsin.

The pizza dough is made from a proprietary mix that includes a secret ingredient. The secret ingredient is a powdered olive oil. Oops. I wasn't supposed to mention that. The pizza dough is mixed and weighed to make sure each pizza is the same. The dough goes into a press, it is not tossed. This not only standardizes the crusts but also makes preparation quicker. Fresh ingredients are added, as you ordered, and in less than five minutes, you're eating fresh fire-roasted gourmet pizza.

The facilities themselves are different. Walk into one of the 10 stores here in the Inland Empire and the staff shouts out a hearty hello. You normally only get that in a sushi bar. That big red brick

continued on page 39



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Hewlett Packard

continued from pg 29

was! She said if I would hold, she would find a supervisor. She returned to the phone and told me she would transfer me; I made it clear to her that I wanted only a supervisor. She assured me it was. I was transferred to a lady named Jena employee #4047. I stated the purpose for my call, and received the same run around. I asked her what her title is; she told me she was a customer service rep. in the billing department. Now, I was agitated and explained I didn't appreciate being lied too. Again, I asked for the regional manager's name, she said she didn't know! Then I asked her if she had a company directory, she said she did not. I then asked who the CEO was, she said she didn't know that either! Ok, I said, then give me the phone number to the home office! She said she didn't know that either! Ok, I said, then tell me what state it's in? She said she didn't know and for me to look it up on the Internet, she then hung up! (Encounter #5.)

After 4-5 days, a supervisor named Isaac employee #4039 called. I express to him I was unhappy with the treatment I was given and that there was no human error involved with my PDA. I also informed him that I have been having problems from the start. I confronted Isaac, and asked how he knew this so called human error was my fault. I stated, "it could be a manufacturing problem, it could have been damaged when you shipped it back and forth twice, and it could have been damaged by your service technicians!" Isaac, replied, and I quote "He didn't Care, Who, What, When, or How, the Unit Was Damaged, It's Still Human Error." Now agitated, I informed him I would pursue this issue further, even if I have to go public. Isaac's response to me was he didn't care, and threatened me, that if I didn't let him talk he'd rule against me. (Encounter #6)

Two days later, he left a message inferring that the damage was my fault. However, for customer satisfaction, he would take 35 percent off the cost of repairs, or they would send the unit back and charge me \$49. (Encounter #7)

In reflection, I was yelled at for my lack of knowledge of computers, I was lied too, I was communicating with employees who didn't know who their management team was, or for that matter who the CEO of the company is, I was told by customer relations that Hp didn't care who was responsible for damages of my PDA, that I would be stuck with the bill, and I was threatened by a customer relations' rep.

One interesting fact I discovered in my research, is that these switches could be replaced for a fraction of the cost. However Hp will not do piece work, so instead they stick it to the customer.

Ken Garneau Ortho PA-C

For the full story visit my Website: caveatemptoreditor.com on yahoo browser

INLAND EMPIRE
business journal

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UCR Chemist

Named European Inventor of the Year

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went to work at Affymax in Palo Alto with Affymax co-founder Leighton Read. There, they developed the gene chip technique, which led to more than 40 U.S. patent filings and others in Europe in the early 1990s.

A single DNA chip measuring 1.28 centimeters by 1.28 centimeters can hold more than 400,000 such "probe" molecules, allowing biologists to carry out huge numbers of experiments simultaneously, performing in hours, research that used to take months or years before the technology emerged.

Pirring believes the current technology has probably reached its limits, but that DNA chip technology will branch out into other interesting areas.

"I think if you take Gordon Moore's law that basically says at some point you reach the limits of microchip technology, you can't get much better than where you're at now," he said. "We're probably reaching the limits of light technology, which is what you're using with DNA chips."

However, shifting chip manufacturing to a non light-dependent technique may improve DNA chip technology.

"I think, what we'll see in the future is a programmable DNA chip that allows the user to customize their chip to look for certain specific genetic markers," he concluded.

INLAND EMPIRE LOCATIONS ATTRACT FILM SHOOTS

Locations in the Inland Empire were used for several notable and recently released films, announced the Inland Empire Film Commission.

"Mission Impossible: III," starring Tom Cruise, Ving Rhames, Keri Russell, Laurence Fishburne, Philip Seymour Hoffman and Bahar Soomekh, which just opened on the big screen May 5th, was filmed partially in the Inland Empire. Film crews spent 27 days filming at the wind turbine generators near Palm Springs, and 32 days at the Kaiser steel plant in Fontana. Both were used as location doubles for sites in Germany.

"One Part Sugar" just finished one month of filming in the small desert community of Trona in San Bernardino County. Produced by Robin Bissell and Clifford Werber, "One Part Sugar" stars Danny DeVito, Dylan Walsh, Justin Long, Jonah Hill, Anika Noni Rose, Tracy Middendorf, Melissa McCarthy and Katey Sagal.

The International Travel Show from Japan "Chi Kyu Kaido" (Roads of the World) filmed for one day on the National Trails Highway (Route 66) at Amboy in San Bernardino County.

And finally, an independent film called "Unidentified" was recently released for a limited run at theatres in Riverside and Murrieta. The production company filmed almost entirely in the cities of Riverside and Redlands.

MANAGING

Use Your Influence: Nine Tips to Combat Tough Boss Syndrome

by Alan Vengel
www.vengelconsulting.com

Do you have a boss who...

- Changes priorities often, giving you one direction then suddenly sending you off in a different direction entirely?
- Changes priorities but doesn't inform you?
- Doesn't give you timely feedback on your work, so you don't even know if you have been successful?
- Doesn't have the time to show you appreciation with a "Thank you" or a "Hey, good job?"
- Micromanages every little thing to the nth degree?
- Is a "Big Picture" type, giving you a sense of what needs to be done but no real direction?

If any of these sounds familiar—or if you have a different, difficult scenario with your boss—you are experiencing Tough Boss Syndrome. Don't despair! You can empower yourself to get what you want and need.

The key is influence, which is not manipulation, but rather the ability to shape someone's behavior positively. You can get the results you want and simultaneously build a better relationship with your boss when you influence him or her to be more communicative with you.

Most tough boss problems center on communication. With better communication, you can influence your boss more effectively and with less effort. Consider the following questions and actions.

1. "How does my boss like to receive information?"

How much information does your boss like to have? And what's the best way to deliver it? The easiest way to find out what your boss prefers is through straightforward communication. Ask, "How do you like to receive information? When? And how much detail do you like?" Or ask peers who already have successful relationships with the same boss.

2. "How much should I involve my boss?"

Some bosses feel they need to be included in all decision-making while others are more hands-off. Micromanagers, for example, have a strong need for control. While you can't change their personalities or argue away their tendencies, you can find ways to influence them to tell you exactly what they need to know in order to feel comfortable without infringing on your need for autonomy.

3. "How can I solve my boss's problems?"

Like it or not, your boss's problems are your problems. If you can figure out what keeps your boss awake at night and then find ways to help solve these problems, you will be a better influencer. Though you can't force your boss to disclose problems, you can offer: "If there's something you want to talk to me about, I'm available for that, and I have the skills to help you in those areas. If you think so, too, the door is open for you to talk to me."

4. "How can I make clear to my boss what I want?"

Don't be shy about asking for what you want. When your boss can give it to you (more responsibility, coaching or a corner office), ask for it. You may initially have to work up your nerve, but you will earn the respect of your boss, even a tough one. A majority of bosses say that they wish that their employees would just come right out and ask for what they want instead of being evasive, timid or passive-aggressive about their needs and wishes.

5. "Do I need more responsibility or less?"

Do you feel like you'd enjoy more responsibility, in order to have a sense of accomplishment and to make your job more interesting? Or are you overburdened and stressed out so you'd like less responsibility or a different type of responsibility? Either way, you're in an influence situation and need to ask for what you want.

Responsibility also means not being a victim; responsible people make changes when they find themselves in a situation they can change. When you don't take responsibility for making a change or getting what you need, you end up blaming your boss, the organization or your co-workers. Ask yourself, "What can I do about this?"

6. "How can I make my boss's job easier?"

Influence and negotiation are very similar; basically, everything's a trade-off. You can make your boss's job easier by doing something you know he or she isn't very skilled at or feels burdened by. Offer to help by doing this for a few hours every week, while influencing your boss to relieve you of work you don't want to do. Create a win-win situation when you offer your boss a mutually beneficial deal.

7. "How can I make my boss look good?"

One of the best ways to improve your relationship with your boss is to find ways to make them look good in the eyes of his or her boss and customers. If you can do this, your boss will be much more likely to listen to you and grant your requests.

8. "How can I offer my boss feedback?"

As people move up in an organization, the amount of feedback they receive lessens. In fact, upper managers and CEOs often feel as if they work in a void because they rarely receive clear, honest assessments of their actions. Notice when your boss's work is particularly strong or beneficial to the organization and give positive feedback and encouragement to continue. Be prepared to offer constructive criticism if asked, but remain aware that sometimes bosses need a simple, sincere statement of praise for a job well done, just like you do.

9. "What's the best way I can influence my boss?"

Most communication problems with a tough boss result from mi-

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Exposing the Inexcusable

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are your recommendations? This process usually unearths similar suggestions.

Excuse #8: I don't want to be the "heavy."

Being the "heavy" is part of the weight your rank confers. Be willing to carry it, or step aside and let someone lead who's willing to lead responsibly.

Excuse #9: I don't care enough about the people involved in this conflict to want to fix it.

Then work somewhere else! Don't kid yourself into thinking that others can't sense your toxic disdain. Realize too that your passive aggressive behavior is now a major part of the problem.

Excuse #10: If I were to confront the conflict, I wouldn't be able to control my emotions.

Maturity involves giving up the luxury of behaving the way you feel. Learning to subordinate emotions to the achievement of targeted results is a key requirement for successful management and leadership.

Still feeling fear and trepidation about handling conflict?

Then get to a bookstore and purchase "Effective Phrases for Conducting Effective Performance Reviews" by James Neal. Insert the words "does not" in front of any of the phrases he provides, and you're equipped to address any conflict. So. No more excuses!

You can visit *Francie Dalton's* Web site at www.dalton-alliances.com for additional information regarding behavioral, management and communication sciences.

ONE RED HOT PIZZA PARLOR

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oven is not hidden in the back. It is the centerpiece of the room. Each table has its own TV monitor. What are you looking for? Games? News? The Simpsons? Being a family facility, you may want to talk instead. Whatever.

Red Brick Pizza call their facilities cafes, not parlors. There are no video games or pinball machines. No pool tables. No jukeboxes.

Like I said at the start, there are lots of pizza parlors. But the Red Brick Pizza is different enough, unique enough that the chain has recently been awarded the "Hot Concept of the Year 2006" award from the National Restaurant News in a ceremony early in May in Chicago.

There are nearly 50 Red Bricks in the Southern California area. You can even find them up in Henderson, Nevada. More are opening, even as I write this.

Pizzas are a very personal taste. You owe it to yourself to try a convenient, local Red Brick Pizza to see if it's what you like. Even if you like the Thai Chicken.

There are at least 10 Red Bricks Pizzas here in the Inland Empire. There will be 15 by the end of the year. Look on the Web at www.rbpizzacafe.com.



More Down Under In and Around Sydney

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the exclusive Darley's Restaurant, famous for its extensive wine list and is the ultimate in modern Australian cuisine. The roasted "June Lamb" is a gastronomic delight. For the absolute in relaxing, luxury Lillanfels' five-star service is the place.

For reservations and information, call 1-800-024-452.

The glorious Blue Mountains

Lillanfels sits adjacent to the Three Sisters monument in the "World Heritage Blue Mountains National Park." The Three Sisters is a giant rock formation near Echo-Point. It takes its name from an Aboriginal legend. One version tells of a tribal leader who turned his daughters to stone rather than risk their being carried away by raiding enemies. As the fates would have it, he was killed in battle and could not reverse the spell.



Blue Mountain's Three Sisters Monument

light into blue colors of the spectrum. Hence the name The Blue Mountains.

An enlightened place and an enlightened man

Here's where you should find a very special man named Tim Tranter from "Tread Lightly Eco Tours." If you want to take the most enlightening tour of your life, he is the man to take a tour with in this area. With 40 years of experience in the area, he is a human encyclopedia on the subject of The Blue Mountains. He and his staff lead guided bushwalks, astronomy tours of the night sky—night tours are available. "Tread Lightly Eco Tours" has a unique style of touring; clients are provided with a sensory experience while experiencing the best of the region's natural

environment through nature base touring. Clients can find themselves in a rainforest full of glow-worms, and halfway through a night tour, the group stops for appetizers and Champagne served by a charming butler. World Heritage National Park offers great photographic opportunities while learning about local history and Aboriginal culture. This is a "must see and do" adventure. If you are in the vicinity, call 0413-976-752 for reservations and information or visit www.treadlightly.com.au

Qantas will get you there in style with fine service and non-stop flights from Los Angeles and San Francisco.

Camille Bounds is the travel editor for *Sunrise Publications* and *Inland Empire Business Journal*

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1600 JIRGINIA AVE.
GLENDALE CA 91202

DAVID IN DEMAND
DAVID RAY BURCH
30464 STEIN WAY
HEMET CA 92543

ALUMINUM GARAGE DOORS
CESAR GUADALUPE URETA
201 N INEZ ST
HEMET CA 92543

TRAVEL WORLD
HANNELORE VERONICA CHAPIN
2624 BEECH TREE ST
HEMET CA 92545

COZY HOME MATTRESS & FURNITURE
STEPHEN WAYNE SUNES
3629 W FLORIDA AVE
HEMET CA 92545

PERFUMES & THINGS
ORTENCIA SAGASTUME
329 E FLORIDA AVE
HEMET CA 92543

PERFUMES & THINGS
ORTENCIA SAGASTUME
225 W FRUITVALE AVE APT 138
HEMET CA 92543

LINEA BLANCA EXPRESS
JACOB BANDA
3553 -A N. PERRIS BL #8
HESPERIA CA 92345

LINEA BLANCA EXPRESS
JACOB BANDA
10350 4TH AVE
HESPERIA CA 92345

JC'S RD KETTLE
JOANNE MARIE CANETTI
54220 NORTH CIRCLE DR
IDYLLWILD CA 92549

JC'S RD KETTLE
JOANNE MARIE CANETTI
25605 FIR STREET
IDYLLWILD CA 92549

THESTOREROOM GALLERY
GEORGE ANTHONY LENERTZ
24490 UPPER RIM ROCK
IDYLLWILD CA 92549

JUMPING JR.'S
JASSO CIPRIANO CEJA III
81741 NOTTINGHAM AVE
INDIO CA 92201

ROSETTE GARDENING SERVICE
JOSE LUIS ROSETTE
46537 ARABIA ST
INDIO CA 92201

ESTELLA'S HAIR DESIGN
STELLA HIRMA PLATAS
4180 WASHINGTON ST, BLVD B #102
INDIO CA 92201

JUMPING JR.'S
JASSO CIPRIANO CEJA III
82428 ADOBE RD
INDIO CA 92201

SEVEN HILLS DESERT REALTY
78120 CALLE NORTE
LA QUINTA CA 92253

EMERALD MOBIL DETAIL AND BUFF

MAZARIEGOS
1952 SILVERWOOD CIR
CORONA CA 92881-7446

VERSATILE QUALITY SERVICES
GUERRERO
1164 STONE PINE LN UNIT D
CORONA CA 92879-2646

WATKINS AND ASSOCIATES CONSTRUCTION
WATKINS
1845 KINGSFORD DR
CORONA CA 92880-7311

CORONA HANKOOK VIDEO
KIM
1411 RIMPAU AVE STE 105
CORONA CA 92879-2681

JOANIE GONELLA ELECTROLYSIS
GORELLA
920 PAYETTE DR
CORONA CA 92881-8497

BIG A WHOLESALE
ARBID
1330 W 8TH ST APT 1
CORONA CA 92882-3555

GRAPHIC UNDERGROUND
MAUGER
1859 BRECKENRIDGE CIR
CORONA CA 92879-1182

DARRELL CLARDY FINANCIAL SERVICES ESCROW
CLARDY
1449 MARIPOSA DR
CORONA CA 92879-1115

JURUPA AUTO CENTER
BUI
13856 GRAY HAWK COURT
CORONA CA 92880

NEW YORK PIZZERIA
GUTIERREZ
1757 BERN DR
CORONA CA 92882-4754

CORONA HANKOOK VIDEO
KIM
2009 CALAVERA PL
FULLERTON CA 92833-1825

DENNYS #6829
SLAM
17262 MAYERLING ST
GRANADA HILLS CA 91344-2457

WE CARE REMODEL
BOWEN
40445

NEW BUSINESS *County of San Bernardino*

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CANDY BOUQUET FRANCHISE
SE #3575
MICHAEL R. MOON
49742 29 PALMS HWY., #A-1
MORONGO VALLEY CA 91761
92256
760-363-1377

PACIFIC COAST BEDDING
4000 E. AIRPORT DR.
ONTARIO CA 91761
909-390-1444

PAINTER'S DIRECT SUPPLY & RENTAL
JASON B. WIEDRICH
223 PLAZA SERENA
ONTARIO CA 91764
909-988-4080

WHEEL WORX
SANDRA L. ADAMS
700 S. ROCHESTER UNIT D
ONTARIO CA 91761
909-605-9791

CREATIVE TOUCH PAINTING
NIKANDRO FUENTES
8710 1/2 PINE CREST PL.
RANCHO CUCAMONGA CA 91730
909-921-2742

FIRST CLASS MORTGAGE & REALTY
7965 VINEYARD AVE. STE. F-9
RANCHO CUCAMONGA CA 91730
909-483-0909

INTERNET MARKETING ENTERPRISES
ED BIELFELT
1263 BROOKSIDE AVE
SUITE D REDLANDS CA 92373
877-983-2600

METAL ROOFING SPECIALTIES
NANCY N. DECOURSEY
1346 PINE KNOLL CREST
REDLANDS CA 92373
909-708-6573

C.L.U.B. LIMITS (CHRISTIAN FELLOWSHIP HALL)
DUANE V. WATERS
214 N. LARCH AVE
RIALTO CA 92376
909-875-0541

MG ENTERPRISES
MERHAWI W. GEBREMIKAEL
2468 WEST SUMMERSET DRIVE
RIALTO CA 92377
909-350-3307

JOY HOUSE
WALE ALOFE
3007 SERRANO ROAD
SAN BERNARDINO CA 92405

SAN BERNARDINO INDOOR SWAPMEET
1675 N. MOUNT VERNON AVE.
SAN BERNARDINO CA 92411

TELACU MONTE VISTA
451 H STREET
SAN BERNARDINO CA 92410

ADOBE PLAZA
STANLEY ROBBINS
738 S. WATERMAN AVE STE. B.35
SAN BERNARDINO CA 92408

GENESIS FINANCIAL & INSURANCE GROUP
RAMON L. TORRES
1650 W. 16TH STREET
SAN BERNARDINO CA 92411

HALEEM WHOLESALE
ABDULHALLEM S. ALKHATIB
1565 COULSTON ST #29
SAN BERNARDINO CA 92408
909-799-9930

SAINT PATRICK MEDICAL CORPORATION
404 W. 9TH STREET
SAN BERNARDINO CA 92410
909-383-0050

VICTORIA GUERENSEY NO. 6
KALPESHKUMAR B. PATEL
1055 N. WATERMAN AVE
SAN BERNARDINO CA 92410
909-888-0401

INLAND EMPIRE DENTAL GROUP
1049 W. FOOTHILL BLVD
FOOTHILL CA 91786

BETWEEN TWO TREES MINISTRIES
41186 VALLEY OF FALLS BLVD
FOREST FALLS CA 92339

4POSITIVE KNOWLEDGE
TERRY BOYKINS
22545 BARTON RD., STE. 205
GRAND TERRACE CA 92313
909-370-2805

A & C MIXER RENTALS
ALAN J. MASON
17771 MANZANITA ST
HESPERIA CA 92345

A&A EXPRESS
DONALD ANDERSON
11641 REDWOOD AVE.
HESPERIA CA 92345

AFFORDABLE AIR CONDITIONING & HEATING SERVICES
RODNEY WOODARD
17891 PINE ST
HESPERIA CA 92345

AMERICAN R.V. SERVICES
HELEN C. MILLER
17244 DARWIN AVE # D
HESPERIA CA 92345

ANOINTED EXCELLENCE ACADEMY
CASSUNDRRA
WHITE-THOMAS
11063 MAPLE AVE
HESPERIA CA 92345

B AND D TRANSPORT
WILLIAM A. BRUMETT
7425 DAYTON AVE
HESPERIA CA 92345
760-956-8655

B AND D TRUCKING
DARRELL L. QUAIL
1365 HAWTHORNE AVENUE
HESPERIA CA 92345

COLLISION AUTO REPAIR SPECIALIST
DANIEL GAMEZ
9625 TAMARISK AVE.
HESPERIA CA 92345

COMPUTER DOCTOR HOME SERVICES
MARIA DE J. VEGA
7636 VERBENA RD
HESPERIA CA 92345
760-900-2036

COUNTRYSIDE VILLAS
COUNTRYSIDE VILLAS
8808 C AVE
HESPERIA CA 92345

DESIGNS UNLIMITED CUSTOM EMBROIDERY
JENNIFER VIRGINA BOW-ERING
18274 BIRCH ST
HESPERIA CA 92345

EQUIPMENT TRUCK ELECTRIC
RAUL A. RODRIGUEZ
16788 SMOKE TREE ST # 13
HESPERIA CA 92345

HESPERIA PHARMACY
15888 MAIN ST SUITE 100
ABC
HESPERIA CA 92345

IMAGINE CONCEPTS AND DESIGNS
STEVEN ESTRADA
9031 EVERGREEN AVE
HESPERIA CA 92345

J AND J TRUCKING
ESUS IBARRA LOPEZ
11386 PRAIRIE TRAIL
HESPERIA CA 92345

JOCELYN'S
MARIA D. PEREZ
9421 SAPPHIRE
HESPERIA CA 92345

K AND L FENCING
KEENETH E. MOSES
18563 VUNE CT
HESPERIA CA 92345

LEAD MASTERS
JAMES A. PEARCE JR.
17229 LEMON ST # E-11
HESPERIA CA 92345

MS. MAC'S PLANT SERVICE
JENNIFER R. GREENE
15766 DALSCOTE ST
HESPERIA CA 92345

EXECUTIVE TIME OUT

More Down Under In and Around Sydney

(Part II of II)

by Camille Bounds Travel Editor

As stated last month, Sydney is more than a destination; it is a true experience to be savored slowly. There is so much to do and see that good planning is necessary to really get the feel and flavor of the city and its outlying offerings.

Markets galore

Shopping at the various markets in Sydney is a fun, enjoyable adventure. "The Rocks Market" is located at the end of George Street near the Harbor Bridge. On weekends you can find quality arts and crafts, jewelry, wooden toys, and a multitude of fine merchandise. Rocks was originally instituted for Sydneysiders but visitors have found it a place to find that special memento to carry home.

"Paddington Market" shows off the latest fashion and trends--you can see it here before it comes to the stores. Lots of silver jewelry, leather goods, children's clothes and novelties are displayed and sold. "Paddy's Market" in The Haymarket is Sydney's oldest market. It boasts 500 plus stalls during the week, and up to 1,000 on weekends under one roof. Everything is there---from puppies, ornaments, souvenirs, leather goods and food at bargain prices. Here's the place to get that dozen T-shirts you promised to bring home. Go there on Thursdays through Sundays for the best shopping.

There are many more markets all presenting a different form of creativity and style.

Adventures in fine dining

Fine dining is an adventure

in Sydney; but with the best and freshest seafood, lamb, beef and produce, there is everything and anything your taste might desire

fried bok choy, with broccolini, sesame turmeric and lime broth is brilliantly tantalizing.

Take a seaplane to dinner

Then when you think you have done it all in the dining venue, hop on a Southern Cross Seaplane for a 20-minute flight to the award-winning Cottage Point Inn and Restaurant where the

Kookaburra bird's hooting laughter greets you demanding a treat. The restaurant is renowned for offering exceptional modern Australian cuisine and the finest Australian and New Zealand wines in a beautiful tranquil setting. A magnificent meal topped off by a heavenly raspberry

prepared it would seem by the finest chefs anywhere. All restaurants mentioned here have dessert menus that are, without exception, completely out of this world.

Café Sydney offers modern Australian dishes with a magnificent rooftop view that blends the food, wine and service into a "happening" not just a meal. The oven-roasted sirloin is served to perfection with Jerusalem artichoke puree, wild mushrooms and cabernet jus.

Aqua Dining affords a grand view of the harbour. It sits in a glassed-in cube above the north Sydney Olympic pool and within almost

touching distance to the Sydney Harbour Bridge. A menu created with a blend of French- and Italian-influenced dishes are superb and is complemented with a generous wine list of Australian and imported wines. Grilled kangaroo strip loin is tender and interesting. The tempura Yamba prawns with stir-

soufflé is a most memorable occasion. On the return the Southern Cross Seaplane pilot will give the guests an eagle's eye view of the Harbour Bridge and the Sydney Opera House before landing at Rose Bay.

A fish market like no other

The Sydney Fish Market



Sydney's "The Rocks Market"

NEW BUSINESS *County of Riverside*

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DESERT OASIS AIR CONDITIONING, AND PLUMBING
JAMES EDWARD VEGA
44620 SANTA MARGARITA AVE
PALM DESERT CA 92260

ROYAL DETAIL
RUSTY ALLEN KIEST
42960 TEXAS AVE
PALM DESERT CA 92211

E & J'S DESIGNER SHOE OUTLET
44100 TOWN CENTER WAY
PALM DESERT CA 92260

SNOOKIE'S FOOTIES, INC.
44491 TOWN CENTER WAY
STE B
PALM DESERT CA 92260

SYNERGY AUDIO VIDEO ENTERTAINMENT
GARY WILLIAM HALL
73613 WILLINGTON RD
PALM DESERT CA 92211

ALL VALLEY INVESTMENTS
JONATHAN ELIJAH EATON
43376 COOK ST APT 178
PALM DESERT CA 92211

DESERT HILLS HOTEL
ROGER REEP CONE
601 W. AVENAS
PALM SPRINGS CA 92262

BUDGET SELF STORAGE
JOHN WARREN KOMER
815 S. WILLIAMS RD
PALM SPRINGS CA 92264

DOOR TO DOOR AUCTIONS OF THE DESERT
SCOTT JONATHAN DOMINGUEZ
432 N. BURTON WAY
PALM SPRINGS CA 92262

CLEAN BRITE
JOHN DOUGLAS MASON
SUITE 47 1450 S. PALM CANYON DR
PALM SPRINGS CA 92262

ALL VALLEY INVESTMENTS
CHRISTOPHER LEE BRICKER
2992 N. CYPRESS RD
PALM SPRINGS CA 92262

CLEAN BRITE
JOHN DOUGLAS MASON
47-1450 S. PALM CANYON DR
PALM SPRINGS CA 92262

ZABALA BAIL BONDS
EFRAN ZABALA
393 WILKERSON AVE
PERRIS CA 92570

PAWS-ITIVE EMPOWERMENT NETWORK
JOY JONES DE META
28215 EL TORO CUT OFF RD
PERRIS CA 92570

WILLOW CREEK SPRINGS
EDNA ELIZABETH GRUMBINE
26521 HAMMACK AVE
PERRIS CA 92570

HOOKEED ON PERFORMANCE
LOUIE PAUL DUNN
295 DAYSTAR DR
PERRIS CA 92571

HOOKEED ON PERFORMANCE
LOUIE PAUL DUNN
1295 DAYSTAR
PERRIS CA 92571

PREMA SALON
GUADALUPE FLORES
20181 OLD ELSINORE RD
PERRIS CA 92570

CRYSTAL CLEAR WINDOW CLEANING
THOMPSON
1201 UNIVERSITY AVE
STE 106
RIVERSIDE CA 92507-4506

L & M FRICTION PARTNERS UNLIMITED
WOODARD
14TH ST
RIVERSIDE CA 92507

ATHENS MORTGAGE AND REAL ESTATE SERVICES
MENDEZ
5628 SHEFFIELD AVE
RIVERSIDE CA 92506-3554

POOL AND SPA DEPOT
WEBBER
6374 N. WALNUT AVE
SAN BERNARDINO CA 92407-4012

GARDEN ROOFING COMPANY
MACDONALD
594 W. 7TH STREET
SAN JACINTO CA 92583

STATE FLORIST
962 S. STATE ST
SAN JACINTO CA 92583-4920

SNACK ZONE VENDING
BEASLEY
29040 VARELA LN
SUN CITY CA 92585-9244

R. A. V. CONSULTING
VALADEZ
45754 CORTE LERMA
TEMECULA CA 92592-1216

DETAILZ - DETAILZ PROFESSIONAL FLOOR CLEAN
WHALEN
31966 CALLE NOVELDA
TEMECULA CA 92592-3748

POOL AND SPA DEPOT
WEBBER
28121 JEFFERSON AVE
TEMECULA CA 92590-6603

TEMECULA HOUSE OF JERKY
HONEA
28655 OLD TOWN FRONT ST
TEMECULA CA 92590-2703

TWINNERS MEXICAN CAFE
SELLERS
27470 COMMERCE CENTER DR STE A
TEMECULA CA 92590-2522

L & M FRICTION PARTNERS UNLIMITED
WARE
2993 14TH ST
RIVERSIDE CA 92507-4921

GC ELECTRIC
CHAVEZ
4229 GILES CT
RIVERSIDE CA 92503-3154

ATHENS MORTGAGE AND REAL ESTATE SERVICES
MENDEZ
3538 CENTRAL AVE
RIVERSIDE CA 92506-2700

FIRST CALL CONSTRUCTION
MAINTENANCE
SAMU
3606 MUIR ST
RIVERSIDE CA 92503-4220

INDIANA AUTO
7701 INDIANA AVE
RIVERSIDE CA 92504-4124

MARTINS TRANSPORT
PADILLA
10863 NEBRASKA AVE
RIVERSIDE CA 92505-2661

Shangri-la in the Blue Mountains

Just a 90-minute drive west of Sydney is a place of serendipitous adventure. The glorious Lillianfels Blue Mountain Resort and Spa is a multi-award winning European-style country house that sits in a setting of two acres of English-style gardens with spectacular mountain views.



Lounge at Lillianfels Blue Mountain Resort and Spa

Another Orient Express Eden

This historic 85-room enchanted piece of heaven is the epitome of class and luxury without being stuffy. Built by Sir Frederick Darley in 1888, the original residence now houses

continued on page 39

Grand Opening



Grand Estates

Grand Lifestyle

Discover the artistry of The Summit at Sunset Drive.

Be among the first to experience a higher level of comfort and elegance with these exclusive estate-sized residences. Situated on expansive homesites in charming Redlands. The Summit at Sunset Drive provides you with the perfect opportunity to live the lifestyle you deserve.

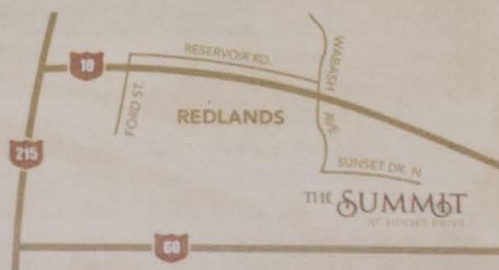
Pricing starts in the low \$1,000,000's.

Brokers Welcome 3%*



**PHASE I
SOLD OUT!**

**PHASE II
NOW SELLING!!**



THE SUMMIT
AT SUNSET DRIVE

Up to six bedrooms

Up to 4,948 Sq. Ft.

(909) 794-8393

Summit-Redlands.com

MODELS NOW OPEN

In a continuing effort to develop the best possible product, the builder reserves the right to make changes in floorplans, materials, specifications and pricing without prior notice. Square footages are approximate. Photography does not depict actual models. Renderings are artist's concepts. *3% Broker Cooperation. Broker co-op requires Broker to accompany and register the buyer on first visit. 3% referral is based on sales price and does not include options and upgrades purchased.

